OCTOBER 14, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

the man who shook hands with himself

The other day we met an old prospect. He was crying. "Well, old timer," we said, "what's that you've got in your hand?"

"My other hand," he replied, shaking it.

It just didn't make sense. But his reason did.

Now, the reason this old WOR prospect was shaking hands with himself—and crying, too—is simple. He once talked us out of selling him a half-hour evening show. He did such a good job of it, that from that day on he began shaking hands with himself. A week later, we went around the corner and sold the same idea to his competitor.

Using no promotion other than WOR, our old prospect's competitor jumped his product list from one to 36. He also showed a 100% sales increase for every year he was on WOR.★

After this, of course, our old prospect began crying. But would he stop shaking hands with himself? Not much. He even asked other people to shake hands with HIM. That is, people who hadn't used WOR. And he had one heck of a time finding *those*.

This, gentlemen, is a story you might well take to heart.

wor

—that power-full station
at 1440 Broadway, New York

★ *This is an authentic WOR success story, from our file of more than 100 — perhaps the greatest collection of success stories ever gathered by any one station.*

MUTUAL

PROTECTING the INTERESTS OF OUR PEOPLE

WLS helps find a stolen truck...quickly

"I want to thank you from the depths of my heart for your promptness and cooperation," writes Mrs. Alex Kedas of Westville, Illinois.

The farm family truck had been stolen and they *needed* it. At 10 a.m., Mrs. Kedas called WLS. At noon, the stolen truck was described on WLS Dinnerbell Time. Mrs. Kedas continues:

"Before your program went off the air, the whereabouts of this truck was reported to the sheriff of Kankakee County by one of your listeners."

Undamaged, the truck was located near Manteno, Illinois, 100 miles from Westville, and returned to its owners.

More dramatic than the day to day assistance and entertainment WLS gives its audience, this story of a stolen farm truck points up the long-established fact:

WLS SERVES THE PEOPLE OF MIDWEST AMERICA

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President

GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix and the ARIZONA NETWORK — KOY Phoenix KTUC Tucson KSUN Bisbee-Lowell-Douglas

. . . and in a good cause

In the Philadelphia area there are 4 major college radio stations.* WPEN set up a network with these stations . . . and educated the students to professional broadcasting.

WPEN's modern studios are a laboratory, open to undergraduates at all times. WPEN's staff volunteered as instructors in engineering, programming, production and script writing.

This sort of progressive activity is typical of the many reasons why WPEN is daily welcomed into the homes of more and more Philadelphians. Both on and off the campus, WPEN's tailor-made shows fit precisely the interests and preferences of the people of Penn's town.

WPEN will be glad to introduce you to this audience which is America's third largest market. It's worth meeting.

*WBMC—Bryn Mawr WHAV—Haverford WXPN—Pennsylvania WSRM—Swarthmore

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING... at deadline

Closed Circuit

WASHINGTON, enigma to many radio aspirants, also nemesis of commercial sports telecasters. Clark Griffith, owner of Washington American League baseball club, holdout against televising big league baseball games, while George Marshall, prexy of Washington's football Redskins, doesn't care much about telecasting home games. Both resisted overtures from prospective sponsors.

BROADCASTERS, long aware of FCC's Blue Book, due to get their first look at Blue Book hearing issues this week. Working carefully, Commission within few days expected to complete and announce issues for renewal hearing for WBAL Baltimore, cited in Blue Book for commercial programming and waiting hearing since February. With WBAL probably serving as "model," issues on six others up for renewal hearings on programming considerations expected to follow quickly.

PROBABLE resumption date for clear channel hearings continues to recede, with latest estimates putting it around first of year although participants report slim chance it may be earlier. Chief delaying factor: Preparation of technical exhibits by industry and FCC, which are taking more time than anticipated. Date for decision, originally expected in early fall, pushed back accordingly.

NOT ONLY Clear Channel Group (see story page 18) but many FCC members getting headache from question of daytime and limited-time assignments on clear channels. Up to this year, only 70 such stations. Since then, 130 others authorized. Though last week's grants included many daytime operations on clears, FCC understood to be studying all angles looking for solution, including possibility of "specified hours" for daytimers.

DESPITE thin trickle of FM receivers during last few months, production lines haven't stopped and thousands of FM-equipped sets should be available for Christmas trade, according to reliable reports. Scarcity of cabinets responsible for slowdown, but with more lumber available, and at least one big newcomer to cabinet field, large scale distribution should begin within month.

WONDERING about plans of Sen. Burton K. Wheeler (D-Mont.) who returns to private life next January by virtue of Democratic primary defeat? Ex-chairman of Senate Interstate Commerce Committee, in which radio legislation originates, will open law offices in Washington and Boston. Best bet: He'll run against New Deal Sen. James E. Murray in 1948.

INITIAL step in postwar expansion of foreign operations is RCA action of Oct. 1 whereby two executives of subsidiaries became directors of RCA Photophone of London, English limited affiliation. Meade Brunet, managing

(Continued on page 89)

Upcoming

Oct. 20-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

Oct. 20: NAB Golf Tournament, Acacia Country Club, Chicago.

Oct. 20: Council on Radio Journalism, 2 p.m., Chicago.

Oct. 20-25: Society of Motion Picture Engineers 60th Semi-Annual Meeting (five papers on television), Roosevelt Hotel, Hollywood.

Oct. 24-26: First General Meeting, National Assn. of Radio News Editors, Hotel Allerton, Cleveland.

Bulletins

TELEVISION BROADCASTERS Assn., through Washington attorneys Roberts & McInnis, reported Friday to have sent letter to FCC asking rule requiring video stations to broadcast 28 hours weekly (3.661) be further waived to Dec. 31. Present waiver expires Oct. 31, but extension through 1946 predicted by FCC Acting Chairman Denny in June.

AMERICAN Civil Liberties Union Friday denied petition to enter U. S. vs. James Caesar Petrillo case in Chicago by Federal District Judge Walter La Buy. ACLU attempted to enter as "friend of the court." Judge La Buy ruled court didn't need a friend (earlier story page 80).

Business Briefly

MOGUL NAMED ● House of Delicacies, N. Y. (French-kettle onion soup), appointed Emil Mogul, N. Y., as agency. Firm starting thrice-weekly participations on *Breakfast With Dorothy and Dick*, WOR N. Y.; *Yankee Kitchen*, Yankee Network, and *Mrs. Page*, WJR Detroit. Future plans: Nationwide participation in other women's programs, national spot campaign.

LUDENS SPONSORS ● Ludens Inc., N. Y. (cough drops), Oct. 20 for 13 weeks starts *Hoagy Carmichael Sings*, 126 CBS stations Sun. 5:30-5:45 p.m. EST. Agency, J. M. Mathes Inc., N. Y.

VARIETY STORE RADIO ● J. J. Newberry Co., Los Angeles, appointed Allied Adv. Agencies, that city, to handle western states advertising. Firm Oct. 7 started transcribed spots on nine local area stations, utilizing 3 singing jingles weekly. Oct. 14 firm starts five-weekly, quarter-hour transcribed *Frank Parker Show* on KECA Los Angeles.

PUBLISHER TAKES SPOTS ● Lantern Press, N. Y. (*A Treasury of Sports Humor*), starts spot campaign Oct. 24 in 15 major markets for two weeks. Book edited by Dave Stanley, former radio publicist. Ted Husing, sportscaster, wrote introduction.

AMOCO ADDS ● American Oil Co., Baltimore, added six North Carolina stations to *Professor Quiz* on ABC, Thurs. 7:30-8 p.m. Stations: WFNC WGBR WGTC WGTM WHIT WJNC. Series now on 93 ABC stations. Agency, Joseph Katz, Baltimore.

19 New AM Grants Announced by FCC

GRANTS for stations in Glendale and Yuma, Ariz. to Mrs. Gene Burke Brophy (her second and third authorizations in two weeks, other being for Flagstaff, Ariz.) among 19 construction permits for new AM stations announced by FCC Friday. A. Earl Cullum, Dallas consulting radio engineer and one-third owner of Liberty Broadcasting Co., applicant for Rochester, N. Y., is officer and stockholder in Fort Worth and Oklahoma City grantees.

J. Harold Smith, Knoxville Fundamentalist preacher who condemned Federal Council of Churches and WNOX Knoxville after WNOX cancelled paid religious broadcasts [BROADCASTING, July 29], granted CP for new Knoxville daytime station on 800 kc, 1 kw. Grants:

Pittsfield, Mass.—Western Mass. Broadcasting Co. 1490 kc, 100 w fulltime. Principals: Lawrence K. and Donald B. Miller, owners of Eagle Publishing Co., which publishes the Berkshire Evening Eagle, Pittsfield. Granted Oct. 10.

Winston-Salem, N. C.—Winston-Salem Broadcasting Co. 710 kc, 1 kw daytime only. Principals (25% each): James W. Coan, FBI agent, president; Robert V. Brawley, attorney, vice president; John G. Johnson, FBI agent, secretary-treasurer; Archibald Craige, attorney, assistant secretary. Granted Oct. 10.

Clinton, N. C.—Tar Heel Broadcasting System, 880 kc 1 kw daytime only. Company, licensee of WRRF Washington, N. C., is principally owned (95.2%) by W. R. Roberson Sr., head of Dr. Pepper Bottling Co. in several North Carolina cities. W. R. Roberson Jr., WRRF general manager, owns rest. Granted Oct. 10.

Carrollton, Ga.—Carroll Broadcasting Co. 1100 kc 250 w daytime only (subject to satisfying of complaints of blanket interference within 250 mv m contour). Equal partnership: Roy Richards, electrical contractor and theatre operator; Robert Tissinger, attorney; Thomas Carr, employed by WGAA Cedartown, Ga. Granted Oct. 10.

Fort Worth, Tex.—Blue Bonnet Broadcasting Corp. 870 kc, 250 w daytime only. Principals: Jim Hill Speck, owns KVSF Santa Fe, N. M., president 33 1/3%; A. Earl Gullum Jr., consulting radio engineer and 2.8% owner KFDM Beaumont, Tex., vice president, 33 1/3%; Elliott Wilkinson, partner Wilkinson Bros., radio parts distributors, secretary-treasurer, 33 1/3%. Granted Oct. 10.

Carthage, Mo.—Carthage Broadcasting Co. 1490 kc, 250 w fulltime. Equal partnership: Lloyd Clinton McKinney and John J. Hale, both with Continental Oil Co. 1490 kc, 250 w fulltime.

Glendale, Ariz.—Gene Burke Brophy, holder of CP for Flagstaff, Ariz., formerly with KFWB Los Angeles, and director of OWI Pacific and Far Eastern shortwave broadcasts, sole owner. 1340 kc, 250 w fulltime. Granted Oct. 10.

Yuma, Ariz.—Gene Burk Brophy, sole owner. 1400 kc, 250 w fulltime. Granted Oct. 10.

Johnstown, Pa.—Century Broadcasting Corp. 1230 kc, 250 w unlimited hours. Equal partnership: Lloyd W. Dennis Jr., program supervisor of CBS morning program, "Home Service Daily;" John J. Keel, consulting radio engineer, formerly with WOR New York; and Henry Gladstone, WOR newscaster, and successor to late Raymond Clapper program. Granted Oct. 10.

Knoxville, Tenn.—Independent Broadcasting Corp. 800 kc, 1 kw daytime only. Principals (33 1/3% each): Rev. J. Harold Smith, Fundamentalist preacher; Marvin I. Thompson, formerly with WGRC

(Continued on page 90)

Architect's Drawing of New KCMO Transmitter Station, to house 50,000 Watt Transmitter, 5,000 Watt Emergency Transmitter, Emergency Power Equipment, Studio and Living Facilities for Engineers, 3-car Garage.

KCMO IS UP TO SOMETHING!

Mid-America's First 50,000 Watt Radio Station

Architects	*Bloomgarten & Frohwerk, Kansas City, Mo.*
General Contractor	*F. E. Patterson, Kansas City, Mo.*
Electrical	*North Kansas City Electric Co., North Kansas City, Mo.*
Heating and Ventilating	*U. S. Engineering Co., Kansas City, Mo.*
Towers	*Tower Sales and Erecting Co., Portland, Oregon*
Transmitters and Phasing	*Radio Corporation of America, Camden, N. J.* (The first post-war RCA 50,000 Watt Transmitter, embodying all the latest developments.)
Substation Equipment	*General Electric Co., Kansas City, Mo.*
Ground Conditioning	*Massman Construction Co., Kansas City, Mo.* (Moving 178,000 cu. yds. of dirt—completed.)
Consultant Radio Engineer	*Andrew D. Ring of Ring & Clark, Washington, D. C.*
Radio Attorney	*Andrew Haley of Cramer and Haley, Washington, D. C.*

It's KCMO! . . . with new towers and transmitter station now under construction to offer you ten times the power (daytime) of any other Mid-America radio station—50,000 Watts Day, 10,000 Watts Night at 810 kc. Located in the very center of this vast, industrial and agricultural area, KCMO will offer complete, economical coverage for this rapidly growing section.

Co-operating in the construction of the new KCMO towers and transmitters, are the firms listed—each one contributing their skill and know-how to the KCMO broadcasting facilities that will offer expanded coverage for expanding Mid-America.

KCMO

Basic ABC

KANSAS CITY, MO.

Minnesota's Cash Farm Receipts Last Year $901,183,100*

This near-billion dollar figure is one of the greatest in all the nation. Only four states out of 48 topped Minnesota in cash receipts from farming.

What is more, for the first two months of 1946 (the only figures available), Minnesota's cash farm receipts *increased* 18 percent over the same two months of the previous year.

Reach this tremendous market through WDGY—the station that not only blankets the area, but has the friendly ear of Minnesota's farm population.

* *U.S.D.A. statistics.*

WHY MINNESOTA FARMERS LISTEN TO WDGY

Farmers in Minnesota and bordering states make a habit of tuning to WDGY because it's the station that serves them best with good music, frequent market broadcasts, news and farm shows. From the early morning hours until night, WDGY is constantly on the job serving the farmer with the entertainment he likes, and the information he needs to operate more profitably. Minnesota farmers like these services. The buying power represented in WDGY's farm area offers a tremendous market for farm advertisers.

5000 Watts — 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY, *Vice President & Gen'l Mgr.*
MELVIN DRAKE, *Vice President & Station Manager*
LEWIS H. AVERY INC., *National Representatives*

BROADCASTING
TELECASTING

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IN THIS ISSUE . . .

Nationwide Video Network Seen 15
Public Likes and Trusts Radio 15
Nine Get TBA Awards 16
NAB Meet to Stress Freedom 17
Proposed BMB Uses Disputed 17
Standard Oil Learns About Video By R. M. Gray 18
Clears Petition Against Day Grants 18
Television Blind to Facts By E. F. McDonald 20
CBS Color Hearing Dec. 9 20
ABC Chicago Relaxes as DST Ends 22
Competitive Station Grants Studied By Paul Peter 27
N. Y. Schools Learn Video By Edward Stasheff 27
NAB to See Broadcasting History Book 32
Beville Clarifies Views on Research 36
CBS Tests UHF for TV 40
Five Get Grants on 1600 kc 75
Inter-American Broadcasting Assn. Elects 80
11 Conditional, 18 FM CPS Granted 82
50 kw for WGAR Proposed 88

DEPARTMENTS

Agencies	54	Our Respects to	48
Allied Arts	62	Production	52
Commercial	50	Programs	58
Editorial	48	Promotion	60
FCC Actions	71	Sponsors	56
Management	44	Technical	50
News	50		

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Ward Archer, Lawrence Christopher, Irving Kipnes, Mary Zurhorst; EDITORIAL ASSISTANTS: Eleanor Brumbaugh, Margaret Elliott, Cleo Kathas, Kathryn Swanson, Frances Tymann.

BUSINESS
MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PLaza* 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden, Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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® Reg. U. S. Pat. Office

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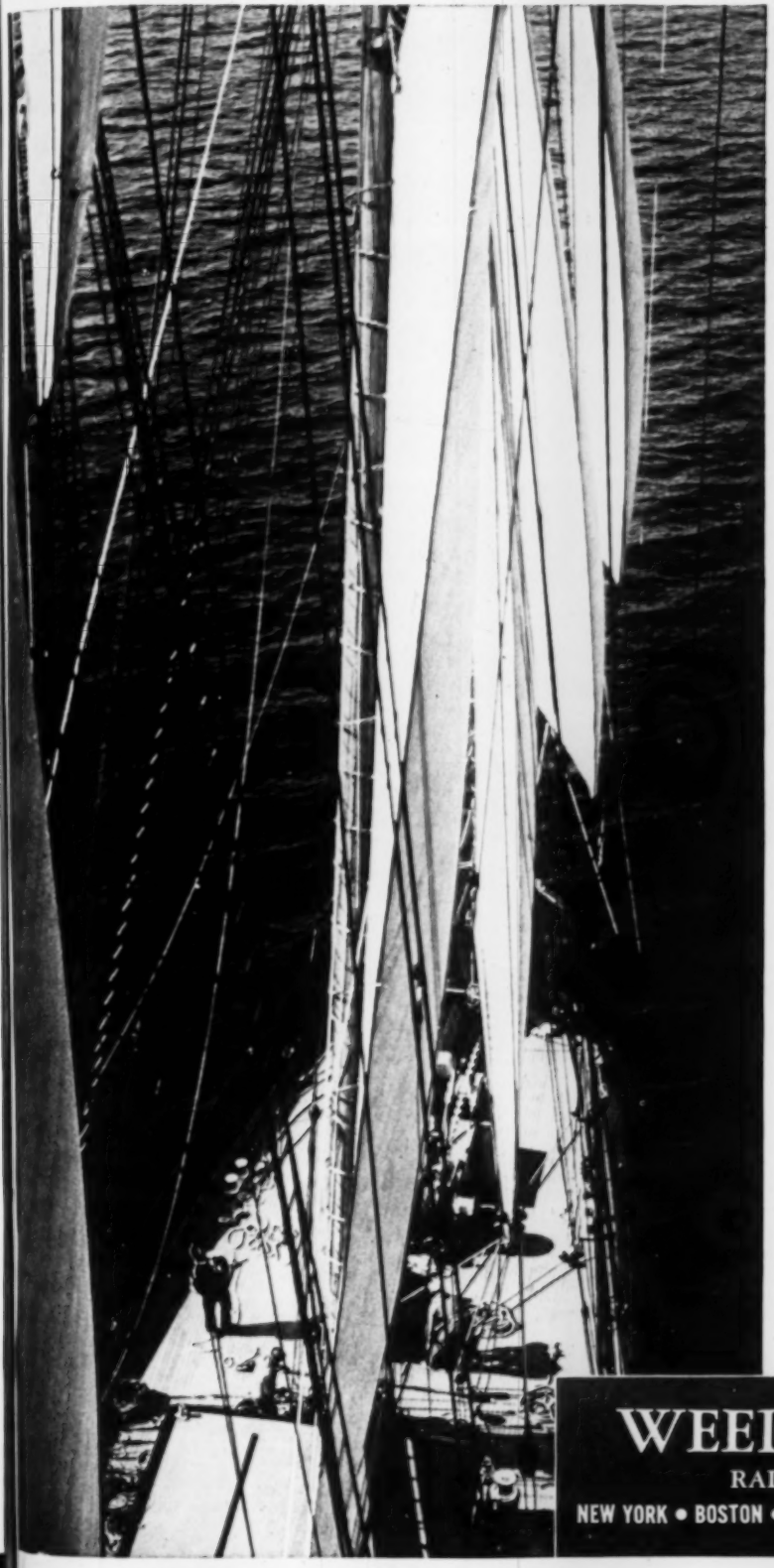
SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

know the ropes



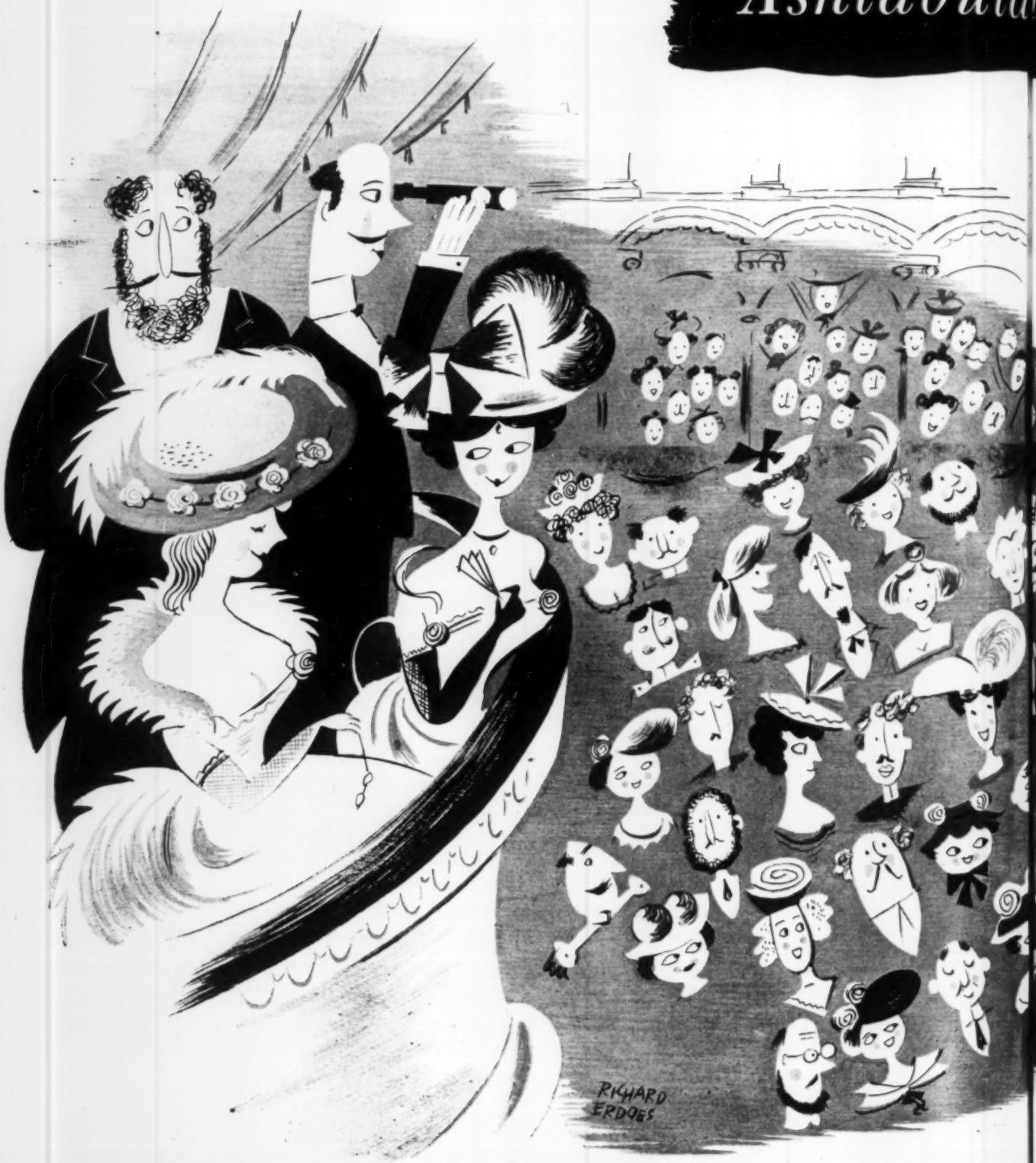
It looks complex but if you know the ropes it's simple. Weed and Company men know the ropes and know the people.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

Ashtabulais



...lais just like Cleveland

Walls of the auditorium bulged when the WTAM Orchestra came to town. Everybody and his forty-second cousin crowded into the building to see and hear these nationally famous musicians present a concert.

It happened again, and again; in Lorain, Warren, Mansfield . . . everywhere the orchestra played, a hall was packed.

In 1945, when WTAM first arranged for its ensemble to make personal appearances in cities outside Cleveland, it was thought that response might be something less than overwhelming. The project of transporting a large troupe throughout Ohio to present concerts of serious music seemed highly ambitious. Even the fact that all gate receipts would be donated to the betterment of *a cappella* societies in local high schools was no guarantee of a sell-out.

But WTAM had reckoned without the pulling power of its stars—emcee Tom Manning, the WTAM String Quartet, violinist Ben Silverberg—names the audiences had heard on their favorite station and now had the opportunity to see in person.

Naturally S-R-O is in order at every performance, in the same way W-T-A-M is required listening in northern Ohio homes. No wonder sponsors rave about the loyalty of WTAM audiences—a loyalty reflected in the sales of every product and service advertised on Cleveland's first station.

FIRST IN CLEVELAND

WTAM

50,000 WATTS

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

OUR LISTENERS COOK THEIR OWN MEALS

They're home folks. They buy their own groceries. They cook their own meals. They like their homes . . . and they like to get home.

We think maybe that's why we've got peak ratings for listeners. When they get home, they turn their radios on to WWDC, the entertainment station.

If you've got something to sell, WWDC will move it at lower costs.

41,000 REFRIGERATORS NEEDED IN WASHINGTON

The demand for refrigerators was placed at 41,000, a jump of 150%, and for ranges, 11,000, an increase of 300%. These figures are from The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

WEED & COMPANY

Feature of the Week

A COMPLETE SELLOUT of tickets was South Bend's response to the two-day broadcasts offered to the public gratis by WSBT, pioneer station celebrating its 25th anniversary.

The silver anniversary broadcasts included *Give and Take*, Chef-Boy-Ar-Dee's question-and-answer package with John Reed King, m.c.; and *Hint Hunt*, a new 15-minute five-a-week regional show for Chiffon Flakes (Armour & Co.). A specially produced birthday show starred Allan Jones and Johnny Long's orchestra.

WSBT's 25-year history goes back to 1921 when radio was in its infancy and members of South Bend *Tribune's* editorial staff carried on experiments with transmitting equipment. By the following spring they were ready to go on the air using the call letters WGAZ. In 1925 the call letters were changed to WSBT, which, incidentally, stand for *South Bend Tribune*, owner of the station. Six years later WRAF, then operating in Laporte, was purchased and its call letters changed to WFAM to combine that station's time with that of WSBT. The operation of WFAM was discontinued when WSBT was granted full time on 960 kc, in March 1941.

And even after 25 years of successful operation, WSBT is still growing. They are now at work on construction of a new transmitter and towers which will increase the station's power to 5000 w. A new transmitter is being installed for WSBT's FM station, WSBF, which will operate on 101.3 mc.

Sellers of Sales

DRAMATIS PERSONNAE: Howard Tullis and secretary. Place: Los Angeles. Time: March 15, 1945. Business: None.

Starting out in a plush, well-furnished office representing an initial investment of $10,000, The Tullis Co. was ready for its first client.

Formidable is word for Howard and now 19 months later his agency lists such accounts as Bible Institute of Los Angeles, National Chiropractic Assn., Jean Ball School of Charm, and 50 local accounts, all of which represent more than $1,000,000 in radio billings alone.

Starting with lone office in Los Angeles, agency now also lists Hollywood, San Francisco, Chicago and New York. Personnel has grown from starting cast of two to present 16. No one in the organization is more than 35 and Howard Langdon Tullis is moving forward rapidly as the young "old man" of 29.

HOWARD

A native of Ottumwa, Iowa, where he was born Nov. 17, 1916, Howard first got the advertising bug in high school. He was advertising manager as well as editor of Ottumwa High School annual before graduating in 1935. He divided his college years equally between Grinnell College (Ia.) and Pomona College (Calif.)

Upon graduation in 1939, he went to work for KIEV Glendale as a salesman where he remained until spring of 1940, shifting to Charles Sieck Adv., Los Angeles, as account executive and staying at it until January 1941. Then he left Los Angeles to take spot as sales manager of KDB Santa Barbara as well as doubling as announcer until late December 1941. From December 1941 through August 1943, he served KPAS Pasadena as time salesman, before taking over as vice president and general manager of KWKW Pasadena. Leaving that in October 1944, Howard next joined Glasser-Gailey Adv. Inc., Los Angeles, as account executive until starting his own agency.

Marriage came on June 3, 1945 when Ruth Harrison became Mrs. H. L. Tullis. Hobbies include tennis, horseback riding, swimming.

Organizationally it's the Los Angeles Ad Club, Phi Delta Theta, Pomona College Alumni Assn., Los Angeles Kiwanis.

4 markets it pays you to cover

WGAL LANCASTER, PA.

WRAW READING, PA.

WKBO HARRISBURG, PA.

WORK YORK, PA.

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

NBC

Represented by Radio Advertising Company

Where Showmanship Means Salesmanship

KGW has never been in favor of stunts purely for the sake of exhibitionalism. An effort is always made to relate promotion projects to the sale of products and services advertised over this station. For instance, our fall Parade of Stars promotion campaign gives the big play to commercial programs. Read the detailed list at the right and you'll admit that when KGW goes out to do a promotion job it really covers the field. We think this is showmanship with the emphasis on *salesmanship*

REPRODUCED ABOVE *is the cover of the eight-page* KGW *Parade of Stars tabloid. The original is in color, size 11-in. x 16-in. On Oct. 10, these tabloids —100,000 of them, will be delivered to the door of* EVERY DWELLING *in the city of Portland.*

KGW
620 ON YOUR DIAL
AFFILIATED WITH
NBC

"A fine promotional stunt... I like it!"

says Eddie Cantor

In a personal note to KGW, Eddie Cantor indicated his enthusiastic approval of the KGW Junior Parade of Stars, October 12, 1946. Reaction from other leading NBC network artists was equally favorable.

In this unique event Portland school children, 16 or under, impersonated their favorite radio stars, competing for prizes.

...PARTIAL LIST OF KGW PARADE OF STARS PROMOTIONS

1. JUNIOR PARADE OF STARS

2. PARADE OF STARS TABLOID
(see description at left)

3. NEWSPAPER ADVERTISING
September 29 through October 13 KGW will use 13 ads in The Oregonian, a total of 80 inches, and 60 inches in the Oregon Journal.

4. HIGH SCHOOL PAPERS
In the first two weeks of October KGW will use 320 inches of space in Portland's eight high school papers.

5. COMIC STRIPS
Parade of Stars advertisements will be used in The Oregonian comic sections, October 6, 13 and 20.

6. CITY BRIEFS
Oregonian City Briefs, two or three per day, for the duration of the Parade of Stars campaign.

7. OUTDOOR BOARDS
KGW will use Parade of Stars 24-sheet outdoor boards throughout the city of Portland for the entire month of October.

8. STREETCAR CARDS
Streetcars and busses in Portland will carry Parade of Stars cards the entire month of October.

9. RADIO ANNOUNCEMENTS
Station KGW will carry a heavy schedule of Parade of Stars announcements. Announcements have also been scheduled on Station KXL, Portland.

10. NEWS RELEASES
All Portland publications will be covered with Parade of Stars news releases.

11. WINDOW DISPLAYS
Parade of Stars special window displays in retail stores.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

The TALENT — For Superior Showmanship

The POWER — For Superior Coverage

The KNOW-HOW — For Superior Entertainment

Reese Bach. Director of Farming Activities. A farmer's farmer with college training and full backing of University of Kentucky Experiment Station and Central Kentucky County Agents. Will direct two half hour shows daily in addition to numerous field trips.

Dewey H. Long. General Manager and Sales Manager. Former head of WLW Chicago Sales office — WSAI General Manager. Commercial Manager of WBT — Southeastern Representative Columbia Broadcasting System.

Phil Sutterfield. Assistant Manager and Program Director. Nine years of Sports Announcing and Program Directing. Former WHAS Sports Announcer. Handles all University of Kentucky football and basketball games.

Forrest Wolverton. Captain of "1300 Club" from 6:00 A.M. to 9:00 A.M. daily. Former WHAS man who can sell any product when turned loose with a microphone.

Royce Woodward. Chief Engineer. Fifteen years Planning and Designing Engineering including stint with WLW Staff.

THAT'S

WKLX

LEXINGTON, KENTUCKY'S
NEWEST and
MOST POWERFUL
RADIO STATION

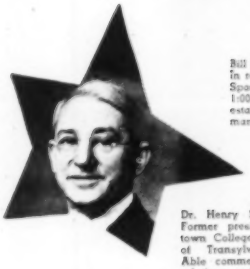
Jack Feierabend. Organist. Formerly network organist. All set to play seven organ shows per week for WKLX in a manner that only Feierabend can play.

Bill Moore. Zaniest Disc Jokey in radio. Conductor of "WKLX Sports Parade" every day from 1:00 P.M. to 5:00 P.M. Already established sports and disc man in south and midwest.

Lucy Marshall Elliott. Continuity Head. Formerly with WWDC as well as freelancing among the Agencies and scripter for many network shows.

Claude Sullivan. Director of News and Special Events. Formerly with WAVE and WNOX. Local people are already standing in line for Sullivan's newscasts.

Sara Dean. Director of Women's Features. One of the smoothest and most persuasive voices in radio with plenty of commercial radio experience to back it up.



Dr. Henry Noble Sherwood. Former president of Georgetown College, now chancellor of Transylvania University. Able commentator on foreign relations and domestic affairs for WKLX. Nationally recognized.

1000 WATTS
ON 1300 KC
TO DO A
BETTER JOB
IN THE BLUEGRASS.

PROGRAMED IN
A MANNER THAT
WILL HAVE THE WHOLE
INDUSTRY TALKING!

Here Are The "FOUR FREEDOMS" of WKLX

★ **FARMING** — Most extensive farm coverage ever attemped in Central Kentucky Portable recording units to be taken into field for first hand accounts of farm activities in addition to two half-hour shows daily. University of Kentucky Department of Agriculture and Experiment Station are enthusiastic backers. All County Agents have pledged 100% cooperation.

★ **NEWS** — Whether it is International, National or Local in scope, WKLX will have it, every-hour-on-the-hour from 5:00 A.M. thru midnight with no exceptions. Full time news staff of seven people will gather and prepare all newscasts with any eye toward perfect coverage of Local, International and National coverage.

★ **SPORTS** — Most revoluntionary sports coverage known to industry. All race results, scores and complete sports coverage on "WKLX's Sports Parade" from 1:00 P.M. to 5:00 P.M. daily, including good music and answers to requests. All University of Kentucky football and basketball games will be broadcast by direct wire, no matter what the distance or cost. WKLX staff includes three full time sports announcers.

★ **GOOD MUSIC** — And by good music, we have in mind everything from heavy classics through the jitterbug catagory with broadcasts in the best listening hours. Come what may there will be no "slicing off" of musical selections. At least, long-suffering listeners should be pleased.

A More Powerful Station — Giving Better Entertainment

8 OF THE FIRST 10 TOP SHOWS
are heard over CFRB

INDEPENDENT surveys prove CFRB broadcasts a larger number of popular evening programmes, than any other Toronto station.

in

20 top-rated shows are heard over CFRB

CFRB	STATION X	STATION Y	STATION Z
10,000 watts	*50,000 watts*	*5,000 watts*	*1,000 watts*
80%	12%	4%	4%

(BROADCAST ORIGIN OF FIRST 25 EVENING PROGRAMMES)

and

14 top-rated shows are heard over CFRB

CFRB	STATION X	STATION Y	STATION Z
10,000 watts	*50,000 watts*	*5,000 watts*	*1,000 watts*
56%	44%	—	—

(BROADCAST ORIGIN OF FIRST 25 EVENING PROGRAMMES)

Ontario represents over 40% of Canada's richest market
It can be reached most effectively through CFRB . . .
this station delivers the largest share of the radio audience . . .
more of the people who listen and BUY!

860 kc. TORONTO

CFRB

Representatives

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

First for INFORMATION! First for ENTERTAINMENT! First for INSPIRATION!

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● Maybe we're boasting — but if you'll let us into the cage with some of your ferocious problems . . . well, maybe we can surprise you!

Seriously, have you ever *tried* letting F & P tackle your worries "from your side of the desk"? We're a nation-wide organization of proven, hard-working, intelligent radio veterans. We *know* spot-broadcasting, markets, competitive situations. We've got a lot to contribute, if you'll give us the chance to work with you. Let's see if *our* extra efforts can help you get *your* big results! Ready?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-4130 · DETROIT: 3463 Penobscot Bldg. Cadillac 4255 · SAN FRANCISCO: 58 Sutter Sutter 4353 · HOLLYWOOD: 6331 Hollywood Hollywood 2151 · ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 15 WASHINGTON, D. C., OCTOBER 14, 1946 $5.00 A YEAR—15c A COPY

Nationwide Video Network by 1951 Seen

Sessions, Exhibits At TBA Meet Draw 900

By BRUCE ROBERTSON

A NATIONWIDE television network, utilizing coaxial cable and possibly radio relays, will be in service by 1951, L. G. Woodford, general manager, Long Lines Dept., AT&T, told delegates to the Second Television Conference and Exhibition of Television Broadcasters Assn., Friday.

The more than 900 individuals registered at the conference at New York's Waldorf-Astoria Hotel, were offered a liberal video education by the jam-packed schedule of the two-day meeting which opened Thursday.

Television features on pages 16, 18, 20, 27, 32, 68, 70, 76, 77, 78.

From an account of the part played by television in the atom bomb tests at Bikini to a panel on what talent thinks of this new field, the program included authoritative statements on every phase of the video art, with exhibits supplying concrete proof of the convention slogan—"Television is Really Here."

HONORED by TBA for their part in developing Image Orthicon camera are these RCA Labs. engineers (l to r): Dr. P. K. Weimer, Dr. H. B. Law, Dr. Albert Rose. *(See story on page 16.)*

Mr. Woodford said the five-to-six-year construction program involving 7,000 route miles of coaxial cable, announced in 1944 by AT&T, has been compressed into about three years and expanded to 12,000 miles.

Some 2,700 miles already are in, he stated. Plow trains are laying cable now between Jackson, Miss., and Shreveport, La., and operating west to El Paso. In the north, he explained, trains are placing cable between Buffalo and Cleveland.

In addition to the coaxial lines, Bell Labs are conducting extensive developmental work on radio relays, said Mr. Woodford, with the New York-Boston link expected to be ready for experimental use next spring. Two additional one-way video circuits between New York-Washington should be ready next year, he added. "In 1947 we will push westward toward Pittsburgh and hope to be able to connect such cities as Cleveland, Buffalo, Detroit, Chicago and St. Louis by the end of 1948 or shortly thereafter," the AT&T official said.

Ralph B. Austrian, general chairman of the TBA conference, last Thursday morning officially opened the meeting. First speaker was J. R. Poppele, TBA president and vice president of WOR New York. Using as his subject, "Television's Great Challenge," he declared: "Unquestionably, television's immediate challenge is not a technical one. Television's great challenge today—and always—is one of moral responsibility."

Without mentioning any names, Dr. Alfred N. Goldsmith, engineering consultant, urged CBS and the disciples of its "color or nothing" philosophy to rejoin the majority of the video industry in getting television started without further delay. He voiced "an earnest and

(Continued on page 16)

Public Likes and Trusts American Radio

Denver University Poll Analysts Find Critics Are From Minorities

By ROBERT K. RICHARDS

THE PEOPLE LOOK AT RADIO—the most important effort in radio's history to calibrate the people's reaction to American broadcasting—is being sent to broadcasters.

The 151-page volume is a report on the survey conducted in November 1945 by the National Opinion Research Center of the U. of Denver, under auspices of the NAB. It has been printed by the William Byrd Press in Richmond for The University of North Carolina Press.

The report is analyzed and interpreted by the Bureau of Applied Social Research, Columbia U., under the direction of Dr. Paul F. Lazarsfeld.

Significance of this comprehensive document, which measures the reaction of all strata of the listening public to all types of radio programming, is indicated in a preface statement:

"There is, to our knowledge, no other study on record where an industry has on its own initiative presented the argument of its critics as fully and as frankly as it is done in the present report."

There are myriad conclusions to be drawn from the report. The most important of these are delineated skillfully in the Columbia U. analysis. One finishes the volume, however, with these general deductions uppermost:

(1) The public likes most American radio and, more importantly, trusts it; indeed, places more faith in it than in newspapers or motion pictures.

(2) Dissatisfaction with radio is most apparent among the more highly educated.

(3) Radio's greatest weakness, in the view of the general public, lies in its treatment of advertising—with the general conclusion indicated that advertising is desirable, but it should be more carefully presented.

The study was projected as a factual examination of listener reaction. It attempts neither to indict radio nor to defend it. It reports the facts, through an independent study by one university; interprets those facts through application of a second university's techniques. In that measure, it differs sharply with recent volumes or articles published about American radio.

In one section of the book, subheaded "The Score Card," the editors undertake to outline the philosophy which dominated their approach to the job of analysis. "Approval by public opinion—acceptance by the ultimate consumer—is as important a criterion of evaluation as program standards and social implications," they say.

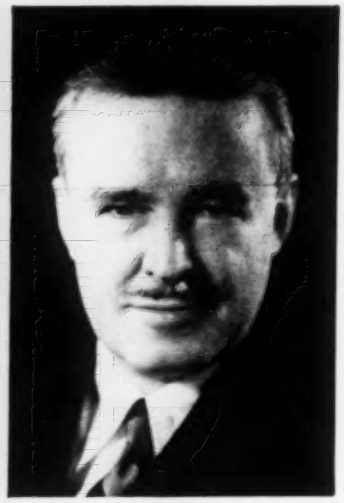
". . . public opinion (nevertheless) is only one of the several pillars upon which the final evaluation should be based."

The People Look at Radio is generously illustrated with charts

(Continued on page 61)

THE PUBLIC likes American radio, trusts it and places more faith in it than in newspapers or motion pictures, results of a survey titled "The People Look at Radio" reveal. Conducted by the National Opinion Research Center, U. of Denver, under NAB auspices, the survey points out radio's weaknesses, as listed by listeners, concludes that critics represent a minority.

Paul Belanger
Best Program



Paul Raibourn
Presented Awards

Klaus Landsburg
Best Public Service

John Royal
Louis-Conn Fight

TBA Convention

(*Continued from page 15*)

urgent plea to all groups interested in television—and that means all groups interested in present-day radio and its future—to support vigorously whatever program the majority may desire and to carry forward, without mental reservations, the great new task of bringing television to the people of the world."

An Informed Public

Contrasting television in 1926 with its status today, Dr. Goldsmith said that today the public is "thoroughly informed." Basic scientific knowledge needed for video development is largely available and "there seems no reason to doubt that any sort of television which the public may desire can be produced effectively by the engineer."

Reporting on television at Bikini, Arthur Van Dyck, assistant to the vice president in charge of RCA Labs., cited the Bikini test as an example of the "great opportunities waiting television outside the studio. . . . The lesson of Bikini is that the best service of television, the one wherein it has no competition, is that of bringing to people sights which otherwise they could not see at all, rather than that of bringing to them imitations of the theatre and motion pictures."

Merlin H. Aylesworth, business consultant, former president of NBC and RKO, speaking on "The Effect of Television on Newspapers," said, "Within two years after production is well under way, I can see 2,000,000 television sets in our homes."

'Show Business'

Edgar Kobak, president of MBS, in his talk on "Is Television Necessary," said that "television

(*Continued on page 76*)

TBA Awards Given to Nine For Notable Achievements

AWARDS to nine men for outstanding achievements in television were presented Thursday evening by the TBA at a banquet highlighting the second television conference and exhibition.

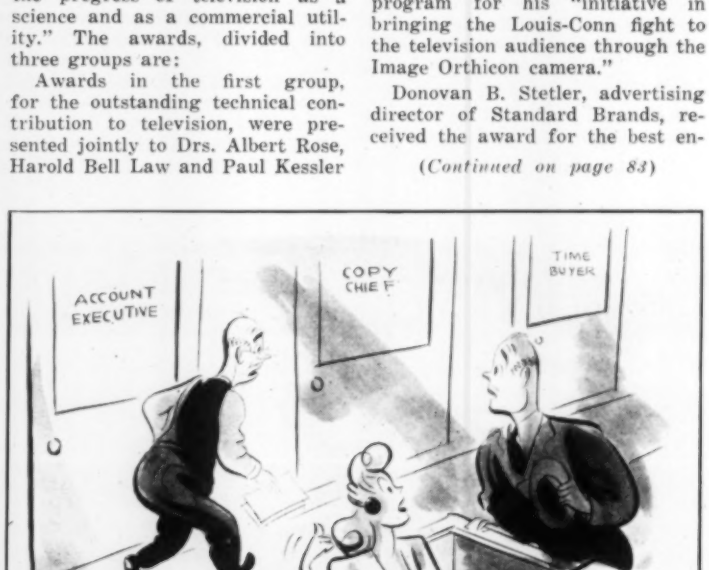
Paul Raibourn, vice president of Paramount Pictures, president of Paramount's subsidiary, Television Productions, and chairman of the TBA Awards Committee, made the presentations to "the individuals whose contributions have furthered the progress of television as a science and as a commercial utility." The awards, divided into three groups are:

Awards in the first group, for the outstanding technical contribution to television, were presented jointly to Drs. Albert Rose, Harold Bell Law and Paul Kessler Weimer, all of RCA Labs., for "the development of the Image Orthicon camera tube, thereby freeing television from the limitations arising from the necessity for high intensity illumination." (Pictures on page 15.)

The second group of awards went to individuals responsible for the outstanding programs of the past year. John F. Royal, vice president of NBC, received the award for the best special events program for his "initiative in bringing the Louis-Conn fight to the television audience through the Image Orthicon camera."

Donovan B. Stetler, advertising director of Standard Brands, received the award for the best en-

(*Continued on page 83*)



Drawn for BROADCASTING by Sid Hix

"Poor Dulin, he's never written a book exposing life in an agency."

College to Honor Miller With Degree

AN HONORARY degree of Doctor of Laws will be conferred upon NAB president Justin Miller by Franklin and Marshall College, Lancaster, Pa., on Nov. 1 at its 160th Annual Founders' Day-Homecoming celebration. Judge Miller also will make a principal address, to be broadcast statewide and possibly nationwide.

Others upon whom honorary degrees will be conferred are Dr. Paul M. Limbert, president of Springfield College, Springfield, Mass., and Dr. Nevin C. Harner, president of Heidelberg College, Tiffin, Ohio.

Clair R. McCollough, general manager of Mason Dixon Radio Group, though not a graduate of Franklin and Marshall, is handling radio arrangements.

WARNER FIRM BUYS THREE NET SHOWS

WILLIAM R. WARNER Co., New York, parent company of Richard Hudnut Cosmetics and Raymond Labs. (Rayve cream shampoo) has bought three network shows.

Starting Nov. 3 the *Sammy Kaye Sunday Serenade*, 1:30-2 p. m. on ABC, will be sponsored by the Richard Hudnut Gemey perfumes and cosmetics. Show was formerly sponsored by Rayve cream shampoo. The latter account, effective Oct. 30, will switch to sponsorship of a new mystery program, *The Affairs of Ann Scotland*, 9-9:30 p.m. Wednesdays, on ABC. Both shows are handled by Roche, Williams & Cleary, New York.

Richard Hudnut lipstick and powder will be advertised on a quarter-hour program, *Jean Sablon*, Saturdays, 7:15-7:30 p. m. on CBS, effective Nov. 2 or Nov. 9. Kenyon & Eckhardt, New York, is the agency. All three shows have been signed for 52 weeks.

NAB To Highlight Free Expression

Packed Schedule Covers Entire Industry

By J. FRANK BEATTY

RIGHT of all Americans to communicate freely will provide the theme for a panel discussion arranged as a highlight of the NAB's 24th annual convention at the Palmer House, Chicago, Oct. 20-24.

Leaders of the three main mediums of expression—broadcasting, motion pictures and printed media—will discuss the subject "Do We Have Freedom of Speech in the United States?" at a dinner meeting to be held Wednesday evening, Oct. 23.

Edgar Kobak, president of MBS, will serve as panel moderator. Under present plans each of the speakers will present a 10-minute outline of his medium's views on freedom of speech after which a roundtable discussion will take place, with no holds barred.

John S. Knight, president of the American Society of Newspaper Editors and head of the Knight radio and newspaper interests, will speak for the press; Byron Price, director of the Office of Censorship during the war and now vice president of the Motion Picture Assn. of America, will speak for the film industry; A. D. Willard Jr., NAB executive vice president, will present the broadcasting industry's position.

The dinner will be a "no host" affair, starting at 6 p. m. Wednesday at the Palmer House. Tickets will be on sale for $5 at the Palmer House registration booth.

Accommodations Ready

As opening day of the convention drew near C. E. Arney Jr., NAB secretary-treasurer, announced that the task of accommodating delegates had been officially completed. He has been at the Palmer House for a fortnight, along with Arthur C. Stringer, NAB director of special services, who is in charge of the eighth and fourth floor exhibits. Several other members of the NAB staff went to Chicago over the weekend.

"Those who come to the convention without a confirmed reservation will do so at their own risk," Mr. Arney said Thursday. "They will be unable to secure rooms at the Palmer House or Stevens." He added that NAB already has passed the allowed quota of 1,000 rooms for the two hotels. Of these 80% will be occupied by two or more persons. He predicted an attendance of 3,000 persons.

Exhibitors include 52 transcription, program service and equipment manufacturers on the eighth floor along with nine heavy exhibits on the fourth floor. All general meetings will be held in the Red Lacquer Room of the Palmer House, with luncheon meetings and Wednesday dinner in the Grand Ballroom. Final banquet Thursday night will be held at the Stevens.

Added to the agenda last week was a facsimile panel discussion at 4 p. m. Monday, following an FM panel. Speakers and their subjects will be: Capt. W. G. H. Finch, president, Finch Telecommunications Inc., "Facsimile Broadcasting"; Philip G. Caldwell, sales manager for television and facsimile, General Electric Co., "Modern Facsimile Broadcast Equipment"; Elliott Crooks, director, Newspaper Publishers Facsimile Service, Radio Inventions Inc., "Preparing Your Facsimile Newspaper"; John V. L. Hogan, president, Radio Inventions Inc., "Facsimile and the Broadcaster."

Small Markets

Monday morning will be taken up by standing committee sessions, starting at 9. District chairmen from each of the 17 NAB districts will meet with members of the Small Market Stations Executive Committee, headed by Marshall H. Pengra, KRNR Roseburg, Ore., committee chairman. This committee represents 750 small market stations (less than 5,000 w in cities under 50,000). They have doubled in number since the last War Conference in 1944.

This group will discuss: The shortage of operators, multiple grants in small cities, FCC Order 91-D requiring first class operators at all times, local and national

(*Continued on page 86*)

CONVENTION TO BE TELEVISED

FOR THE FIRST time in history a convention of the NAB will be televised, primarily to accommodate the anticipated overflow of delegates.

Arrangements were completed last week by C. E. Arney Jr., NAB secretary-treasurer, with T. A. (Ted) Smith, general sales manager of RCA Victor Engineering Products Division, for televising all open sessions of the 24th annual convention in Chicago Oct. 20-24.

Image orthicon cameras will be set up in the Red Lacquer room of the headquarters, Palmer House, with some 30 receivers placed in the exhibition hall on the fourth floor and in other public rooms so overflow guests who can't be accommodated in the main meeting room may see as well as hear the proceedings.

Arrangements were consummated by H. E. Rhea, manager of television equipment sales, and J. P. Taylor, advertising manager of the RCA division, in conferences with Mr. Arney last week. The convention attendance, expected to reach 3,000, can't be accommodated in any Chicago hotel.

NBC, using RCA equipment, telecast the proceedings of the Television Broadcasters Assn. second annual conference at the Waldorf-Astoria in New York last Thursday and Friday.

Certain Proposed BMB Uses Disputed

Stormy Sessions Arise Between Bureau, Broadcasters

TWO REPORTEDLY stormy conferences between Broadcast Measurement Bureau executives and a group of 30 broadcasters and station representatives last week led to revisions and clarifications in BMB's suggested uses of its data.

Protest against certain uses which BMB has suggested arose a fortnight ago [BROADCASTING, Oct. 7] when Hugh Feltis, BMB president, invited the broadcasters and representatives to hear a preview of the presentation which he expected to make at the forthcoming NAB Convention.

Many of the conferees, it was said, strongly objected to the inclusion in the presentation of suggestions for the use of BMB data as contained in a series of three articles which Philip Frank, BMB executive secretary, wrote for BROADCASTING (Sept. 16, 23, 30).

At a second conference last Wednesday, the broadcasters and representatives urged a retreat from what they regarded as ambitious proposals by BMB for interpretive uses of its data. In explanation, Mr. Frank was understood to have said that the nine uses which he suggested were not the inspiration of BMB nor even necessarily endorsed by his organization. All of them, he said, had been suggested by other agencies.

On Thursday further clarification of the situation came from BMB. In an official appraisal of the results of the conferences, BMB announced that the conferees had voted to endorse Mr. Feltis' proposed NAB report "as outlined by Mr. Feltis."

Said the official statement: "BMB recognizes that it cannot control individuals in their use of BMB data but does propose to do everything within its power to encourage the use of BMB only for purposes for which its findings can be validly used and to discourage its misuses and application."

The statement admitted that, "There is an area of disagreement with regard to many possible uses, whose validity is subject to further experimentation and testing after all reports are available."

At the NAB Convention, the statement continued, BMB will reiterate:

"(1) That the discussion of proposed uses at the clinics is not to be construed as BMB endorsement of these uses.

"(2) That BMB audience and ABC circulation are not comparable since space media and radio are not measureable in the same terms and no one yardstick is applicable to both media.

"(3) That those who proposed to evaluate stations in terms of cost per thousand BMB, must beware of certain false and dangerous conclusions." (This was said to have been a major point of protest at the conferences.)

"(4) That BMB audience information calls for continued experimentation and testing by advertisers, agencies and broadcasters to determine valid uses.

"(5) That BMB data are neither comparable with nor a substitute for any other forms of existing radio research material."

WKY DISAVOWS BMB
Will Continue to Support Bureau, However

COVERAGE maps for WKY Oklahoma City as presented in BMB's first report were disavowed Friday in a letter mailed by the station to advertisers. WKY said it appreciated the BMB maps, giving it wider coverage than the Whan and other surveys, but objected to the BMB standard—only 10% of audience listening to one or more programs per week.

Text of the letter follows:

Broadcast Measurement Bureau's audited "Station Audience Map" for WKY has just been released. The Day Map indicates WKY coverage of 71 of Oklahoma's 77 counties plus additional counties in Kansas and Texas. The Night Map includes 67 counties in Oklahoma in addition to counties in Kansas and Texas. This is more than twice the area claimed by WKY.

To safeguard WKY's reputation for accuracy in its claims in coverage and audience we are constrained to disavow the BMB station audience map.

Early in 1946 WKY retained Dr. F. L. Whan of the U. of Wichita to survey Oklahoma listening habits and his findings are set out in a report "The Oklahoma Radio Audience for 1945-46."

According to this report WKY is the

(*Continued on page 83*)

Standard Oil Learns About Television

Advertisers Are Urged To 'Get in Now' In New Art

By R. M. GRAY

Manager, Advertising-Sales Promotion Dept., Standard Oil Co. of N. J.

THE STANDARD OIL Co. of New Jersey has been in television since the winter of 1939-40. Today we are confident that television is growing up into an important new medium. We are in television to stay.

Mr. Gray

ESSO Marketers are sponsoring the NBC newsreel, known as *Your ESSO Reporter*. It is on twice a week over WNBT New York. Of the total show — 1½ minutes are devoted to commercial message. The rest is highspot news, in the newsreel manner. My remarks will be confined to our experience with those vital 1½ minutes of commercial time. Those are the minutes which will some day pay off at the ESSO station.

Future of Advertising

We believed at the beginning and we *still* believe that television commercials will some day take their rightful place along with newspapers, outdoor, radio, and sales promotion activity to help *sell more ESSO products for more ESSO dealers*. And we expect that this will be done at an advertising cost that will not require elaborate justification.

As far as we can tell in our company, our hours and dollars in television have not yet made a ripple in our total sales. . . . But don't despair. This is no time to sit back and wait for television to arrive. The parade may pass you by.

Set Volume Needed

We have all seen some wonderful new sets on display at this meeting. We have seen them work. But they still must be produced in volume and sold in volume before any large segment of consumers will be approachable through television.

There are four main reasons why we are spending important money on a television program and on television commercials.

The first I would call technical experience. We want to know how to produce good commercials, from a production standpoint. Commercials that will make the best possible use of a new medium which combines sight, sound and motion.

The second is to gain knowledge of showmanship in this medium—to learn by doing . . . and to gain an appreciation of what people like. We know only too well from past experience that if too many people produce poor outdoor posters, poor newspaper advertisements, poor radio commercials—that it will hurt the whole medium . . . in addition to the advertiser, himself.

The third reason . . . grows out of an obligation we believe most advertisers feel towards any new medium. Development is a teamwork job. It requires cooperation of advertiser and advertising medium to lead the medium out of experimental stages to the point where it can roll up its sleeves and go to work.

The fourth objective . . . is to gain knowledge of the best program times to suit our individual problems—and to be in the best possible position to establish priorities on those times.

Results

Have the results justified these immediate expectations from television? Yes—they have. Let's see how:

First—take the subject of technical "know-how." . . . We learned the hard way that commercials should be planned well in advance and that enough commercials must be on hand to keep from repeating too close together. We learned the hard way that differences in opinion as to what was wanted among our own people, the agency people and the people producing the film must be reconciled early. Otherwise you can get right up to the day before your first program without one completed commercial.

Motion Essential

Incidentally, the fact that our commercials are produced on 35 mm film and the narration recorded on the same film—that's another thing we learned the hard way. I won't go into all the reasons for our selection of commercials on film. We tried many other techniques. We wanted motion. We wanted cars on the road. We wanted ESSO dealers in action at actual ESSO stations.

We found that—on film—we got more of the things we wanted in a more interesting form. We found these commercials could be repeated several times, thus distributing the cost over several broadcasts.

Your own particular selling problem will be different. It may very well lend itself better to the use of still slides or live commercials. We learned about film costs too. And my best advice to you is to plan a careful budget, based on the most reliable estimates—and then increase it at least 50%. It might save you many a headache.

There is an important factor right now that influences repetition of commercials. It is the rapid expansion of the television receiver market which is gathering momentum. A commercial may be seen tonight by four-to-six thousand set owners. That same commercial used again in December may be seen by 19 to 20 thousand set owners. While next year the identical commercial may be repeated again for some 100 thousand set owners.

Now let's see how ESSO has profited by experience in relation to the viewer and his interest in commercials. . . .

Short Commercials

Short commercials were almost universally wanted. We found that one-and-a-half minutes on our ten-minute show was about right.

Information is another prerequisite of the good commercial. We found that people like to learn something—and *do*.

Entertainment adds to the palatability of ESSO commercials. . . . A recent survey showed that most people viewing our program rated our commercials as more interesting than many of the newsreel pictures in the program itself. . . .

Good Judgment

How much have we shared in the development of television? From a financial point of view our sales management has emphatically assured us that we are already doing our share. We hope that we have helped show other prospective television advertisers that when good judgment is exercised good commercials can result.

Incidentally, I have just attended the ANA meeting in Atlantic City. When I asked Paul West why television was not included as one of the available forms of advertising, I was told that the Standard Oil Co. of New Jersey was the only national advertiser to even raise the question of television. I can assure you that television will be on the agenda at the spring meeting of the ANA.

Finally, the matter of priority on television time is anyone's guess. We do think that we are learning a number of the answers to the question, "When should our program be on the air?" It is obvious that on this question too, experience is the only teacher.

TELEVISION as an important new advertising medium is seen by Standard Oil of New Jersey, which has been in it since 1939. Herewith R. M. Gray, manager of advertising and sales promotion for Standard Oil, told the Television Broadcasters Assn. how his company learned "the hard way" that commercials can be the most important part of a telecast, that people want television. A condensation of his speech is presented herewith.

Clears Ask FCC to Reconsider Day Grants on Their Channels

ARGUING that otherwise its bid for power above 50 kw for clear channel stations may be jeopardized, the Clear Channel Group petitioned FCC last week to reconsider its policy permitting assignment of daytime stations on clears [CLOSED CIRCUIT, Sept. 30].

The petition, filed Tuesday by Louis G. Caldwell, CCG counsel, noted that since the policy was announced June 21 [BROADCASTING, June 24] 11 daytime stations have been put on Class 1-A clear channels, 14 have been authorized to use 1-B frequencies, and "numerous applications" have been granted for use of channels adjacent to 1-A's and 1-B's.

While not asking that these grants be set aside, CCG did protest that they may make it more difficult to grant increased power to clear channel stations, and asked that all such pending and future applications be kept pending until the clear channel issues are decided, or that they be designated for hearing.

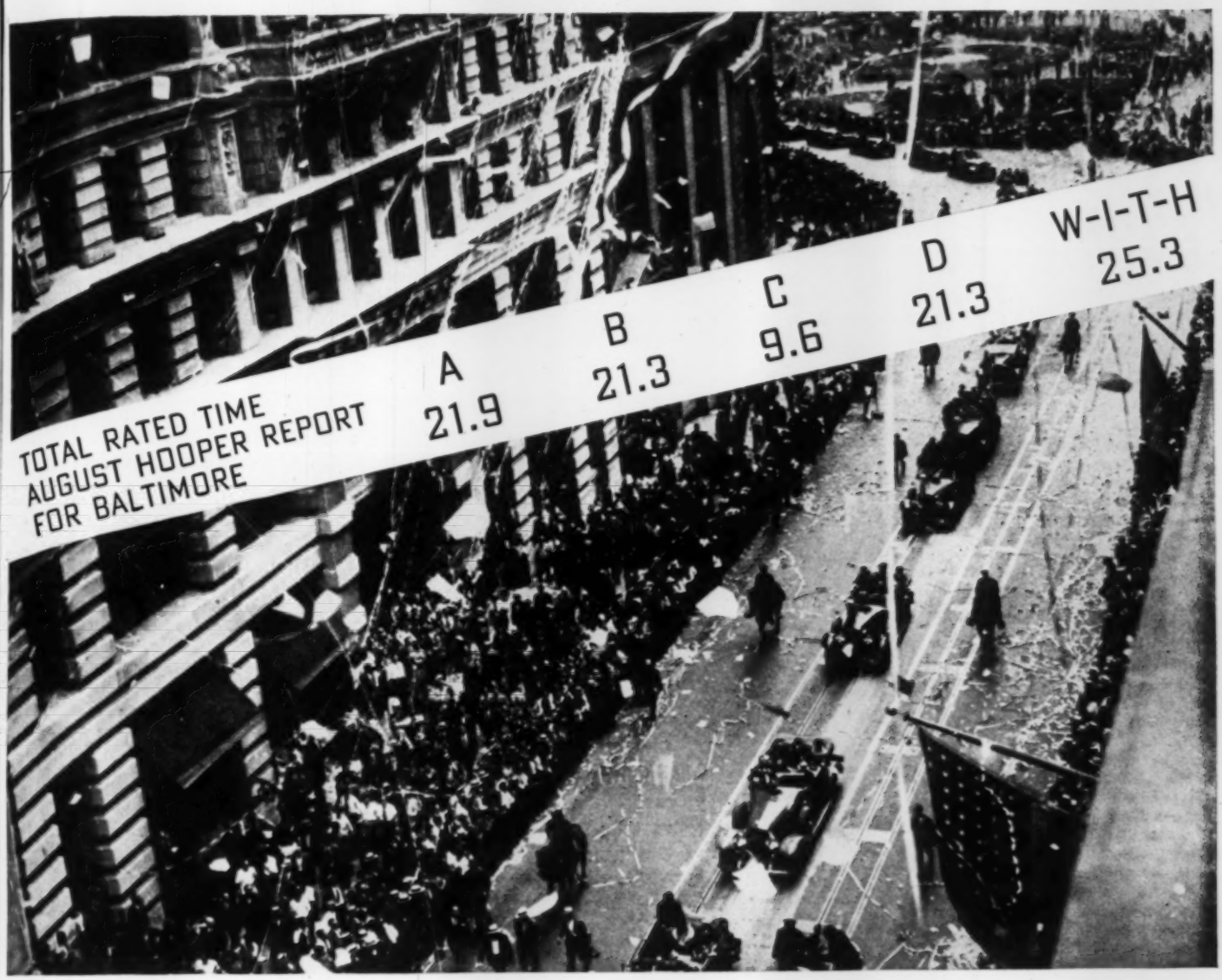
The June 21 statement of policy allows the Commission to consider "on their individual merits" applications involving 1-A channels, daytime or limited time, if the proposed station is not more than 750 miles from the dominant station using a non-directional antenna, or is within the 500 microvolt per meter 50% skywave contour of the dominant station using a directional antenna. Such applications, FCC said, "may be conditionally granted for daytime operation only."

Some Applications Held

Applications for daytime or limited-time stations on 1-A channels are being put into the pending file until the clear channel decision is reached, if the proposed stations are outside the 750-mile radius of the dominant 1-A outlet, using non-directional antenna, or outside the 500 microvolt per meter 50% skywave contour of the dominant station, using directional.

CCG said it intends to show in forthcoming clear channel sessions that "greatly increased power" should be permitted on "a large number of clear channels, including some channels now classified as 1-B." Grants for daytime operation on clears, the petition argued, "ran the danger of prejudicing petitioner's case in this respect and of increasing the problems and obstacles which have to be overcome by the Commission in providing improved service to rural areas and the smaller cities and towns not

(*Continued on page 87*)



W-I-T-H Out-Hoopers Them The Second Time!

Lightning *does* strike twice in Baltimore radio! A couple of weeks ago, Hooper showed that the successful independent, W-I-T-H, led this town in total rated time for July.

We said then, "Even if it never happens again, we're proud of that Hooper."

Now Hooper's August figures show that W-I-T-H was not just a lucky stiff station for one month . . . but did it twice in a row!

We've been saying right along: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

Boy, do we feel good right now . . . and we still don't care if it never happens again!

Can you imagine that? An independent beating 4 networks . . . in the country's 6th largest city twice in a row! We'll bet W-I-T-H could make sales for YOU!

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Television Blind to Facts, Says McDonald

Economics, Color Being Ignored, He Thinks

By E. F. McDONALD Jr.
President, Zenith Radio Corp.

THERE is a certain irony in the old proverb, "None are so blind as those who will not see." Particularly is this true when the proverb is applied, as it aptly may be, to those eager promoters who are energetically trying to bring to us the new extension of sight that television has been promising for many years.

Had these televisionaries been willing to see the plain facts as they lay before their eyes, it is highly probable that television would today be a reality in hundreds of thousands of homes. Instead, they have permitted the dazzling and utterly unique success of radio broadcasting to obscure the realities of their problem, and television is still an unfulfilled promise. Although the role of a prophet is dangerous, I predict that until television's entrepreneurs open their eyes to the full scope of their problem the promise of nationwide television for the home will remain unfulfilled.

It is true, of course, that we have had for some years television in a very limited way, where a few thousand people in very few cities were "privileged" to see a few hours a week of inferior programming. This, or a simple multiplication of this audience, is not what anybody means by successful television. I assume that the industry will consider television a success only when it becomes a great national institution like radio, Sunday supplements, or the movies.

Two Errors

There are two glaring facts which the current crop of televisionaries fail to see.

First is the old economic stumbling block which has stymied television in the past and will continue to prevent its large scale development in the future until the industry joins hands and finds a solution.

Second is the new development of high definition color television, with its terrific impact on public taste.

No program could be better designed to insure the ultimate failure of television than the aggressive promotion of low definition black and white television in the 50 mc band. We all know, and even one of the Federal Communications Commissioners has admitted, that this band is only temporary. Sets sold for this wave band will soon be obsolete. The public has been fooled so many times by false starts in the industry and by changes in standards which obsoleted the few receivers they had purchased in good faith, that one more stinging could very likely prove fatal to the art.

Public Likes Color

There is no question at all about public preference for color. This is shown in the sale of home movie film where color outsells black and white three to one, although it is more costly. About 25% of all feature pictures by major film producers are now done in color and the only reason that more are not is the question of cost. Even so, many Grade "B" pictures are made into first class box office attractions by the simple expedient of using color. Moreover, a recent consumer survey shows that people, *sight unseen*, voted for color television versus black and white in the ratio of three to one. Had they actually seen the difference between the superb color television demonstrated by CBS and the best of the low definition black and white, the ratio, I believe, would have been more nearly ten to one.

In the face of this public preference, the sale of any considerable number of black and white receivers would have a disastrous effect on public confidence. We are told that people will buy black and white receivers now and be perfectly happy about exchanging them for color receivers in a year or so. History does not bear out this contention. Consider, for example, the electric light and power industry. In the early days generating and distributing systems were, for the most part, direct current. Then came more economical, more efficient AC distribution. But for many areas, such as the Chicago loop, direct current is still employed. The reason? The cost of switching from DC to AC appliances is so great that there has

(*Continued on page 68*)

EUGENE F. McDONALD Jr., president of Zenith Radio Corp., sold the Navy on shortwave in 1925, popularized the hearing aid, started one of the first auto finance companies, developed the Wincharger windmill generating unit for farms, and, in the meantime, built Zenith to a leading position among radio manufacturers. He served as a commander in the Navy during the war. In this article, he discusses two obstacles to present-day television (1) its economic basis and (2) the advent of high frequency color.

EUGENE F. McDONALD JR.

FCC to Hear CBS Color Case Dec. 9

Order Implies Complete Probe of UHF Video To Be Held

A FULL-DRESS HEARING on the CBS petition for commercial color television in the 480-920 mc band was ordered by FCC last week to start Dec. 9, bringing the months-long dispute formally into the open for the first time.

Issues of the hearing forecast a comprehensive investigation of color methods, background, and prospects; comparison of color operation with both low- and high-band black-and-white, and a study of non-CBS systems of color transmission and reception.

Acting even more quickly than most observers had anticipated, the Commission made it plain, in the eyes of many industry authorities, that the speed with which color video can be made publicly available on a practical basis may be an important factor in the final decision.

The issues ask not only for descriptions of transmitting and receiving equipment used by CBS in its color experiments, but for their costs and for estimates "of the cost of such equipment for various stages of mass production"—1,000 units, 10,000 units, 100,000 units, 1,000,000 units, etc.

When Available

How soon transmitters and receivers would be available to the public "in a reasonable quantity," and the economic and technical practicability of constructing a single receiver for both low-band and high-band television are among the questions to be answered at the hearing.

Another is whether the CBS system "(a) represents the most satisfactory standards which can be reduced to practice within the reasonably near future; (b) will provide a type of service of sufficiently high quality to satisfy the reasonable expectations of the viewing public."

The color question, cited along with the cost of television generally as one of the major reasons for the large number of withdrawals of low-band FCC applications in the spring and summer, was put to the Commission two weeks ago [BROADCASTING, Sept. 30].

Both proponents and opponents will have a chance to argue their views in terms of facts and figures when the hearing opens at 10 a. m. on Dec. 9, before the Commission *en banc*.

FCC's order calling the hearing stipulated that "any person desiring to appear and present testimony" may do so by filing with the Commission an appearance in duplicate on or before Nov. 25. The appearance "shall show the name of the person or persons desiring to testify, the subject matter concerning which it is planned to offer testimony, and an estimate of the amount of time the presentation will require."

Exhibitors Must File

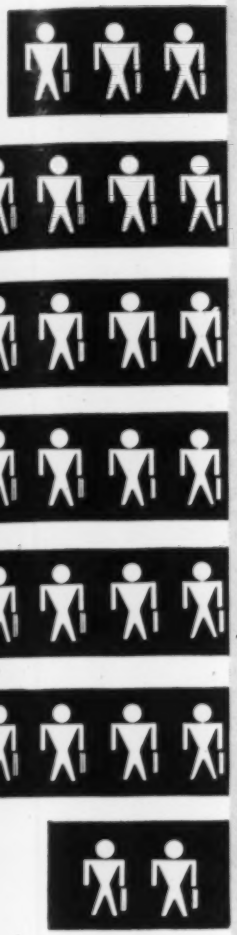
Those wishing to introduce exhibits must file 12 copies of their exhibits with the Commission on or before Dec. 2, and, within the same deadline, serve one copy on CBS and another on David Smith, chairman of Radio Technical Planning Board Panel No. 6 and of the Subcommittee on Ultra-High Frequency Television Systems of the Radio Manufacturers Association.

Announcement of the hearing date and issues last Wednesday, 12 days after CBS filed its petition, confirmed early predictions

(*Continued on page 82*)

90 people

help The Katz Agency serve these stations



North and Midwest

WCOP	ABC	BOSTON
WMT	CBS	CEDAR RAPIDS-WATERLOO
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WEEK	NBC	PEORIA
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WNAX	ABC	YANKTON-SIOUX CITY

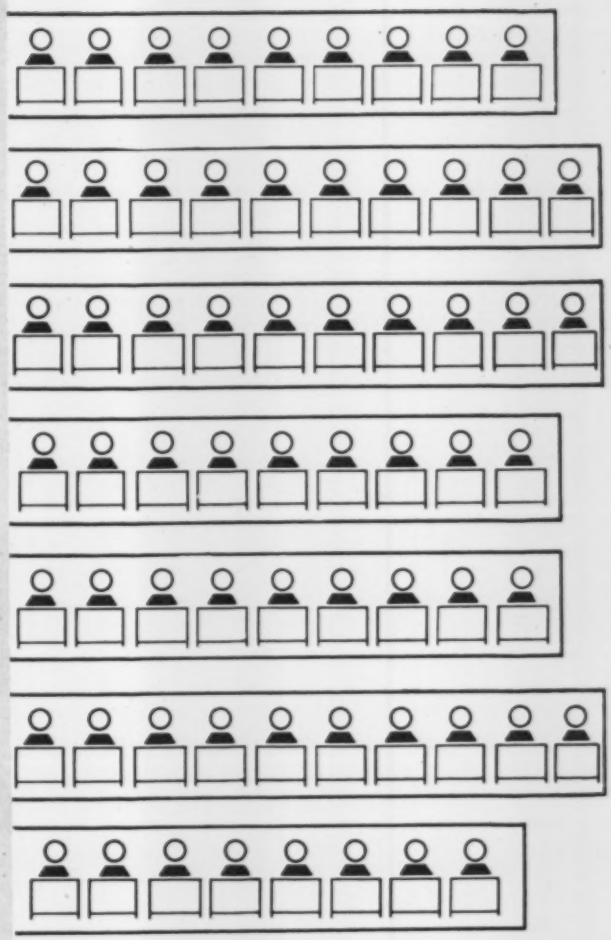
THE NEW ENGLAND GROUP

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
WPDQ	ABC	JACKSONVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WGBS	ABC	MIAMI
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.



65 employees engaged in the staff work of management, sales direction, research, promotion, billing and collecting, increase the effectiveness of

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ABC Chicago Relaxes as DST Ends

Universal Transcribed At Dizzy Pace All Summer

By FRED SAMPLE

ON SEPTEMBER 29, American Broadcasting Company's Central Division in Chicago observed 60 seconds of silence as the clock officially proclaimed the death of Central Daylight Savings Time and the end of a colossal headache to ABC's Engineering Department.

For 22 weeks, or ever since April 29, ABC had been shelling out the shellac to keep its affiliates in the two time zones on the air at their duly appointed (Central Standard Time) hours. The bill by unofficial estimates (ours) should pass the $50,000 mark and set an equally unofficial record for continuous transcriptions.

For, from 7 a.m. CDST (you'll find this just as confusing as we do) until 12 midnight CDST, all of ABC's network programs were transcribed and played back one hour later, an operation that called for eight turntables, (four playing and four playbacks) so that listeners on the ABC CDST loop could listen to their favorite programs at their usual Central Standard Time.

Universal Busy

The company that took on this whopping job was Universal Recording Co., of Chicago, headed by Milton (Bill) Putnam. It was also the company's first major assignment in the transcription field. Formed less than a year ago by Putnam, a 26-year-old ex-GI, who had been an engineer at WDWS Springfield-Champaign, Ill., before he could vote, Universal now has more business than it can handle.

Both ABC and Universal are justly proud of the amazing record established during the Daylight Savings Time endurance contest. In 1,848 hours of continuous transcribing, Universal lost only 5 minutes of ABC programs, due to power failure. They transcribed under almost every conceivable obstacle, notably the dim-out during the recent coal shortage, and maintained a sound level of such quality that even to trained ears the transcribed programs could hardly be detected from the live. During the 22 week period, Universal waxed 96 programs a day for a total of 14,684 quarter-hour platters. The stack, measuring a good 15 cubic feet, fills Universal's storage room from top to bottom.

Even in a profession noted for its fondness for complications, the operation tested the patience of Job. Such problems as playing back *Jack Armstrong, the All-American Boy* to three different legs of the network at different times, and feeding the programs from ABC's Merchandise Mart studios to Universal's studios in North Chicago where they were waxed and played back an hour later to 120 ABC affiliates, were overcome by slide-rule efficiency. Mr. Putnam, his studio supervisor Bernard Clapp, Ed Horstmann, ABC Central Division chief engineer, and Byron Speirs, ABC network supervisor, set up a system whereby each program was waxed on a master, while an emergency record was cut on a secondary line. Eighteen recording engineers working in two shifts checked the turn-tables.

Time Troubles

ABC's time troubles were so complex that anyone outside of Charles E. Rynd, ABC vice-president and inventor of the Rynd plan, would willingly throw his watch in the river and tell time by the stars. In Chicago, where ABC shares its network affiliation among WENR, WLS, and WCFL, it was pure murder.

It worked something like this:

Everything out of New York on EDST was carried live in Eastern Time zones, and recorded in Chicago for playback one hour later on CDST.

Everything originating out of Chicago (on CDST) was piped live to Eastern Time zone stations and recorded for playback one hour later in Central, Mountain and Coast Stations. (Do you follow us?)

But in Chicago itself, ABC found itself trying to serve two masters, WLS and WCFL, each in the same city but in different time zones. WLS, which refused the first 15 minutes of sustaining time for *ABC Breakfast Club* carried the 45 minute commercial portion at 8:15 a.m. Central Standard Time. WCFL, the American Federation of Labor station which subs for WENR when WENR is off the air, carried *Breakfast Club* at 8 a.m. Central Daylight Savings Time. In New York *Breakfast Club* was heard at 9 a.m. EDST. In Hollywood, *Breakfast Club* was heard at 8 a.m. PST, three hours *after* it had been aired live from Chicago.

The labor and money put into it by ABC have paid off for everybody concerned. The network provided service to their affiliates (assessing the latter only 25% of the cost) listeners were happy, and Universal, as of today, is planning to expand its transcription service in new and enlarged facilities in the Chicago Civic Opera Building. Despite the success of the venture and its profit to Universal, both the network and the recording company will suffer no pain if Chicago should agree to go along with the rest of the nation on Standard Time come next April 29.

"Fill 'er up!"

There's no worry about those 4 gallon coupons any more. . . And gasoline sales in the Nashville area are running well ahead of the pre-war 20 million dollars a year. The key to any part of this rich market is the buying power of its 190 thousand radio families. . . . WSIX attracts them with top programs of AMERICAN and MUTUAL.

AMERICAN and MUTUAL

5,000 WATTS
980 KILOCYCLES

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

Power for the Public Good

Time, Talent and 50,000 watts Devoted to Programs . . .

of the People and the causes that concern them

by the People allowing them to talk to fellow-citizens

for the People and their progress

FOR BETTER FARMING

WWL spearheads the movement to modernize and diversify farming in the Deep South. Heading this departmnt at WWL is Gordon Loudon, well known for his work in Federal and State agricultural departments and in extension work.

On the air at least 17 times a week, Gordon Loudon manages, however, to be on location whenever there's an important event in the farm field. Above—he is presenting a purebred Angus bull to a 4-H Club winner in the WWL Annual Louisiana Herd Improvement Contest.

At left—another award in the WWL Louisiana Herd Improvement Contest—this one a purebred Jersey bull. Upon hearing that a 4-H boy from their own community had won this prize bull, public-spirited businessmen of Crowley, Louisiana, agreed to finance the purchase of registered Jersey heifers to be given 4-H Club members. That's how farm folks look to WWL for cooperation and that shows how enthusiastically they receive WWL Farm Service.

Beef and dairy cattle are by no means the only subjects of interest in WWL's Farm Service activities. Above—Mr. Loudon presents a Duroc boar at the recent Louisiana State Junior Livestock Show. In addition to the Louisiana Herd Improvement Contest, WWL fosters crop improvement and the betterment of farming generally.

TO SAVE LIVES

WWL climaxed its safety drive by a unique Fourth of July broadcast of reports direct from Charity Hospital. All day, accidents were reported—a dramatic warning to drivers on the road. (Fourth of July accidents dropped drastically.)

IN EVERY WORTH-WHILE DRIVE

WWL offers its full facilities to carry appeals to the public through speakers and station-produced dramatic shows. At right New York's ex-Mayor La Guardia, New Orleans' Mayor Morrison, and Bob Hope broadcast for Famine Relief. No other station in New Orleans offers facilities comparable with WWL.

FOR EDUCATIONAL ENTERTAINMENT

On "University Time," WWL listeners hear about literature and the arts, natural phenomena, and other subjects—presented by Loyola University of the South, under the direction of Dr. Alfred J. Bonomo.

INTERPRETING INDUSTRY

Through its radio series, "New Orleans Reports," WWL gives an inside view of industrial activities. Shown here is Henry Dupre, program director, interviewing Lewis I. Bourgeois, Director of Commerce of the New Orleans Dock Board—giving listeners an on-the-scene picture of the busy Port of New Orleans.

SPECIAL NEEDS

In response to requests from small fishing and shrimp fleets, WWL broadcasts weather news direct from the Chief Forecaster's Office of the U. S. Weather Bureau at New Orleans. These reports on the winds and tides are welcomed by fishermen and other folks from Florida to Texas.

INTRODUCING NOTABLES

WWL is on the scene of every important activity of public interest to bring listeners news, or a personal message, from world leaders. Naturally, it has become a habit for folks in this territory to turn FIRST to WWL for the best in broadcasts.

TOMORROW'S LEADERS

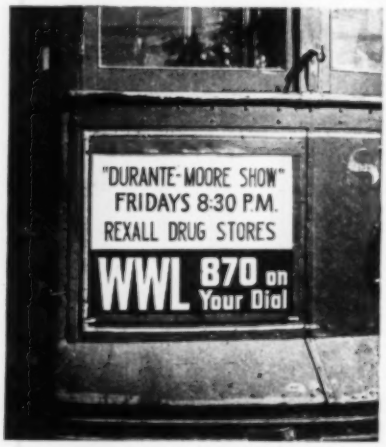
WWL presents varied Youth Programs, all directed towards better citizenship. Boy Scouts in WWL studios tell why listeners should contribute to their drive. WWL facilities are pledged to the cause of juvenile welfare.

Folks turn first to WWL

How WWL advertises its advertisers

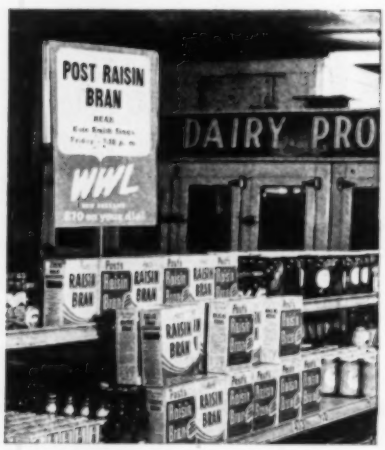
WWL IS THE ONLY NEW ORLEANS STATION USING ALL THESE MEANS TO MERCHANDISE ITS PROGRAMS AND BUILD LISTENERSHIP CONTINUOUSLY . . .

24-sheet Posters



Street Car Dash Signs

Newspaper Advertising



Point-of-Sale Displays

Folks turn first to . . .

The WWL PRIMARY DAYTIME listening area includes 94 counties with 454,500 radio homes and retail sales in 1944 of $927,478,000.

The WWL PRIMARY NIGHTTIME listening area includes 116 counties with 576,110 radio homes and retail sales in 1944 of $1,189,260,000.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

New York Schools Learn Television

Developmental Show Is Nearly Two Years Old

By EDWARD STASHEFF
Head of Television Development, WNYE

NEW YORK City schools have been experimenting with television for nearly two years, co-operating in producing programs and offering audience reaction to professional shows planned for them by New York television stations. What they have learned about television as an educational medium is explained in the accompanying article by Edward Stasheff, who is in charge of television development for WNYE, the FM station of the New York Board of Education.

AS THE second year of our participation in television and our experimentation with it as an educational medium draws to a close, the members of the WNYE staff who have had the privilege of fishing in the unknown waters of video pause for a breath and take stock of our catch. It has been a fabulous expedition, and one that we have been lucky to undertake. Its potential results we do not even try to estimate—we only anticipate and keep going.

Our work on television programs, produced in cooperation with the staffs of local television stations, actually got under way early in 1945, after several months of preliminary surveys and contacts. It was then proposed to investigate the possibilities of securing the cooperation of the three New York television stations, with an eye toward providing television experience for gifted students (drawn from academic and vocational high schools all over the city). It was also felt desirable to begin experimental broadcasts, developed with the help of the WNYE staff, over the facilities of the professional stations, since it was clear that the possibility of a city-owned television transmitter was in the far distant future.

Accordingly, NBC's WNBT, CBS's WCBW and Du Mont's WABD were all approached and asked to consider setting up a joint experiment with WNYE, which would include mutual assistance in program planning, experimentation in classroom reception, studio visits for the pupils and teachers doing the special work, talks by professional personnel to the All-City Classes, and (ultimately) appearance of gifted pupils before the telecameras.

CBS took the lead in responding to these proposals by setting up the studio visits and guest lecturers within a month's time. February, the opening of the new school term, found our students at the WCBW studio to watch, to listen, and to audition for a new Columbia television program, *There Ought to Be a Law*. This was a forum of 30 high school students in a setting suggesting a miniature Congress; the "law" debated at each broadcast was (and still is) proposed by one student, seconded by another, and then threshed out by the entire "Congress."

The first broadcast took place in March 1945, and there will have been twenty-four more by the time this appears. The series is continuing, with a minimum of four broadcasts during each school term. In addition, a WYNE staff writer assisted in the preparation of video scripts for *The World We Live In*, an educational series produced by CBS in collaboration with Encyclopaedia Britannica Films. In this latter series, ten students, as a rule, appeared in each broadcast, and several more have been engaged, from time to time, to play adolescent roles in other CBS productions. In all, some 26 were able to get professional experience in this manner during 1945-46.

Mr. STASHEFF

An interesting sidelight on *The World We Live In* was its value in demonstrating the possibilities of educational television to groups of educators. At the request of Maurice Ames, Science Supervisor for the Board of Education, the students demonstrated a typical program, dealing with photosynthesis, at a November meeting of the Society for the Experimental Study of Education in New York City. They repeated the program Dec. 1 at Atlantic City, before the annual meeting of the New Jersey Visual Education Association.

The suggestion that a series of educational broadcasts be evaluated by specimen classes was taken up by NBC. A plan to conduct such an experiment with junior high school classes in general science was jointly announced in August 1945, by John F. Wade, Superintendent of Schools, and John F. Royal, vice president in charge of NBC's television department.

After half a year of preparation and consultation the series, *Your World*, was broadcast from WNBT before an initial audience of 100 junior high school students who were chosen to witness the first broadcast at Radio City. Dr. Ames had prepared a series of tests to be given to these students. These tests were before and after the program to indicate the degree of benefit the young students derived from the broadcast. In addition questionnaires were given to both teachers and pupils in an attempt to establish the success of the program in comparison with equivalent treatment of similar subject matter in radio sound film, lantern films, and other media. The same procedure was followed in subsequent broadcasts of this series until the end of the school year in June, and will be resumed in

(*Continued on page 66*)

More Stations Stimulate Competition

Economic Factors Require Careful Analysis

By PAUL F. PETER

BROADCASTING'S article on "Air Licensing Policy" and the exchange of letters by W. E. Whitmore of KGFL Roswell, N. M. and A. D. Willard Jr. of NAB in your Sept. 9 issue is very interesting, but leaves a lot unsaid on the subject.

Mr. Whitmore and "Jess" Willard are well-known to the writer and respected for their interests in broadcasting affairs. Mr. Whitmore's "one-man" campaign against the New Mexico tax on broadcasting certainly attests his broad view of radio matters. It is without malice, therefore, that the writer says of their letters:

They're both right, but they're wrong.

"Whit" is concerned over his view of a wave of competition sweeping the country as a result of the increased licensing. We are all reluctant to see the "old order" change whether it be broadcasting or fishing. Arguments against a change are usually convincing, but resolve down to apprehensions based on guesses of what to expect in a new situation.

However, "Whit's" situation in New Mexico has not been materially altered by the alleged change in FCC policy. There have always been more frequencies available in New Mexico than stations operating. It was relatively easy to find a regional or local channel for use in New Mexico in 1940 and it still is. The reason is one of economics. The low population and vast area of the State render the outlook for profits in broadcast operation none too bright in comparison with the opportunities in other more populous parts of the country.

The change that produces the worry in New Mexico and elsewhere is not the FCC's, but rather the view of the investor. Ready cash is available to a greater degree now than at any time in the history of broadcasting. Returned servicemen and other citizens are casting about for investment possibilities. They see broadcasting as it exists right now and it looks like a paying proposition. So they want in. It applies not just to broadcasting, but to all varieties of business enterprises.

In broadcasting there is possibly lessened new enterprise interest because of the trials involved in setting up a business with the FCC applications, etc. But still, there is a sizable number of applications on file at the FCC and more coming.

Again, the FCC licensing policy

(*Continued on page 30*)

VETERAN research and management consultant, Paul Peter has definite views when the matter of the FCC's licensing policy is discussed. Exchange of letters on the rapid pace of new station agents, appearing in the Sept. 9 BROADCASTING, left him with the feeling that the subject hadn't been fully covered. This article attempts to fill the gaps. Mr. Peter is a member of the management consulting firm of Frazier & Peter.

Mr. PETER

What RCA is doing a

Producing FM Equipment For Broadcast Stations — NOW

RCA has been and will continue to be an active leader in the pioneering and development of FM.

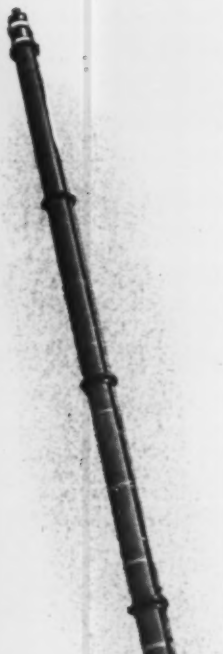
Before the war, RCA engineers had designed and manufactured a complete line of FM transmitter equipment. A number of prewar, RCA-equipped, FM broadcast stations are in service today.

In the new RCA FM transmitters you will find many important forward advances in transmitter design and engineering—simplified circuits that insure better program quality and dependable operation. It was RCA that pioneered and perfected such important FM design features as *Direct FM and Grounded-Grid Circuits.*

Now in production, is a complete line of RCA FM transmitters in all power ranges from 250 watts to 50 kw. Shipments are scheduled; beginning with the 250-watt already delivered, 1-kw and 3-kw within the next few weeks, 10-kw and 50-kw next year.

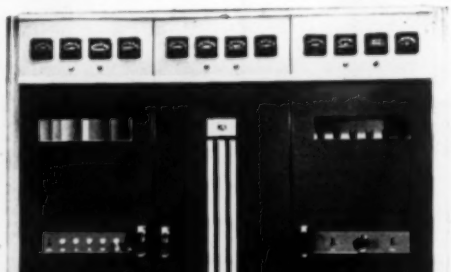
Also developed by RCA for FM stations, is the Super Turnstile Antenna—and the new high-gain Pylon Antenna which most FM stations will want to use.

In addition, there's RCA's new line of studio equipment. Even before the war, RCA's studio equipment (featuring low distortion and uniform frequency response from 30 to 15,000 cycles) offered "top quality" FM performance.



The New RCA High-gain Pylon Antenna

The New RCA 3-kw FM Transmitter—RCA's line of FM transmitters (250-watt, 1-, 3-, 10-, and 50-kw) are completely new from exciter to power amplifiers—new circuits, new tubes, and a new type of construction. *Write for complete details and delivery information.*



For microphones, amplifiers, studio equipment, transmitters, antennas, studio relay equipment, field-intensity meters, monitors, measuring equipment, towers, transmission lines, tubes and home receivers—look to RCA for leadership in FM.

about FM

Producing FM Home Receivers — NOW

Victrola*, Model 612V3... tunes in FM, AM, and short-wave . . . separate built-in Magic Loop antenna for each band (plus provision for external single-wire or dipole antenna) . . . push-button tuning for AM or FM reception . . . FM receiver has tuned r-f amplifier ahead of first detector . . . second detector is of Seely ratio type providing low distortion and easy tuning . . . famous "Golden Throat" tone system . . . automatic record changer. A real sensation in beauty and performance.

8 FM MODELS — SIZABLE PRODUCTION

On July 15, at the NAMM Convention, in Chicago, RCA Victor's first postwar instrument for receiving FM . . . the Victrola* 612V3 (*above*) . . . was shown to an enthusiastic group of distributors.

This radio-phonograph is the forerunner of eight new models—all of which will incorporate RCA Victor's advanced FM circuit.

Initial instruments for demonstration to the public are expected to be on RCA Victor dealer floors during November.

Additional new RCA Victor FM receivers will reach full production early in 1947.

RCA HAS EVERYTHING FOR FM—From transmitters right through to home receivers, broadcast stations can profit from the benefits of RCA's vast experience and latest developments in FM. If you are planning to build a new FM station, we believe that "RCA all the way" will help you to make it a *better* station. For additional information write: Dept. 19-J, RCA, Camden, New Jersey.

*"Victrola"—T. M. Reg. U. S. Pat. Off.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Peter

(Continued from page 27)

which permits greatly increased numbers of AM stations is a matter of engineering, basically.

In 1934 directive antennae were first introduced. WFLA Tampa took that technical gamble under advice of T. A. M. Craven and Raymond M. Wilmotte, consulting engineers who designed the first one-element directional. Then came the installation of the first three-element directional array for WPEN Philadelphia by Howard Frazier in that year. It was some years later, after numerous directional arrays had been installed, that some indication was given as to the FCC outlook on the number of AM stations possible. Andrew Ring, then FCC chief broadcast engineer, stated at the Ohio State Conference that upward of 2,000 stations could be licensed as a result of the new engineering principles.

Argument arose at that time concerning the future of broadcasting, but most thought was diverted to the struggle of clear channel interests against the field as to whether the original concept of a clear channel would be continued or modified. "Superpower" was also injected and relatively little thought was given to the ultimate effect of a vastly increased number of stations regardless of superpower or clear channel decisions.

Interrupted by War

The FCC cast the die years ago to develop AM broadcasting as rapidly as possible to a normal American business basis of free enterprise. The war interrupted the progress in that direction. Otherwise the normal growth might not have been nearly so alarming as the present backlog of station applications.

Nevertheless, "Whit" is right in his diagnosis—there is going to be competition. But he's wrong in his desire to stop it. Why—it's contrary to the philosophy of American free enterprise unless he desires radio as a public utility and we know he doesn't.

He is also wrong about breaking down public confidence. Competition is going to step up service to the public. More stations competing for audiences will result in more careful thought as to listener tastes and more money and enterprise will be injected into programs. Naturally that will have its effect on profits.

"Jess" is right in his legal interpretations of the Communications Act and the court's interpretation although he treads lightly on the court's proviso, "and apart from considerations of public convenience, interest, or necessity," which restores to some measure the Commission's concern with economic matters. Perhaps it's "a rose by another name" but the implication is that an applicant must satisfy the FCC that it can so serve and how else can it be demonstrated than by adequate finances to get started and adequate income or capital reserves to continue operation.

The FCC has chosen to base its decisions on the presentiments of applicants. If an applicant states a $72,000 operating cost, a $100,000 estimated annual income, and a balance sheet showing $12,000 reserve capital above costs of construction and initial organization expenses, the FCC accepts these estimates. No substantiating evidence is required.

Not All Stupid

Prior to the court's economic interpretation in the Sanders Case applicants documented income estimates with provisional sales contracts, etc. But, that is not now required. So if the above applicant is wrong about his income estimate he has only a two month's operating cost cushion and he is on his own from there. He needs capital for deficit operation. He will have to compete for advertising revenue and that means a more aggressive program policy than contemplated.

"So there is Joe Doakes," says "Jess." But "Jess" is wrong to assume that Joe is stupid. Some of the Joes will be stupid, but by no means all. That free enterprise principle or the competitive spirit we breed and teach in this land is a wonderful teammate for business acumen. Joe isn't stupid when he carefully analyzes his market to determine its broadcast revenue potentialities, the local program tastes and talent availabilities and the nature of his competition. "Jess" implies that Joe is in the clear if it is found that there is sufficient undeveloped revenue potential to support a new station: if not, Joe is stupid. But that is not necessarily so.

When study of competition shows a get-by operation, program-wise, and an order-taking sales policy, it is far from stupid to compete. With understanding of the problem, aggressive management and adequate financing, it can result in Joe's survival. And the public ends up better off because the survival will be based on better program service.

Meeting Competition

Of course, some of the smart Joes are buying out the competition. But it is not as profitable in broadcasting as it is in other businesses to enter the field that way. To begin with, it costs less to enter the broadcast business than it does other advertising media. Then too, goodwill or public acceptance is not manifest in radio as it is in printed media sale of packaged issues. The public sits in judgment of radio

(Continued on page 64)

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET EDITH!

Aside from being a wonderful housewife and mother (a rare thing among radio "homemakers"!) Edith Hansen has developed a broadcasting formula which gives her programs an *astounding* feminine following.

Edith Hansen's program is *not* just another commentary. Broadcasting from her home, Edith expertly discusses the problems presented in the hundreds of letters she receives — and then lets her audience answer them. Her listeners share their personal problems, and help themselves by developing their own solutions. Her program is the *daily guide* for thousands upon thousands of women in KMA's area.

Edith Hansen can be your daily guide to greater sales, too! Let us, or Lewis H. Avery, Inc., tell you *more!*

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

hail, Columbia...

Early in the morning of January 1, 1947 a telephone company technician will pull a blue plug from a switchboard jack and replace it with a green one.

You won't see him and neither will we. But beginning that day, the difference will be noticed by nearly 200,000 radio families who live within a wide listening radius of WTRY.

For on January 1, 1947, you see, WTRY joins the Columbia Broadcasting System as a basic affiliate.

It means a lot up here in the triple-city of Albany-Troy-Schenectady and throughout the eight high-income counties we talk to day and night. Before this, listeners around here have never been able to hear CBS programs with consistent clarity. Now it'll all be different.

WTRY, mark us, will become more popular than ever—which is saying quite a bit. We pass this announcement along to national advertisers who (like our big following of local advertisers) can now count on WTRY and CBS to win them more than ever of the $400,000,000 that people in the WTRY area spend each year. Be sure you get your share.

WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

Amvets Form New Washington Group

Communications Unit Seeks Radio, Press Members

to r: Vincent B. Welch, Albert M. Hall and Robert Loehne

AMERICAN VETERANS of World War II (Amvets) have ormed a Radio, Press and Com- unications Post in Washington. Spokesmen said it was the first uch group limited to World War I veterans in the country. About 5 attended the first meeting.

Albert M. Hall, attorney in the Broadcast Division of FCC, was lected post commander. Vincent B. Welch, Washington radio attorney, ecame first vice commander, and Robert Loehne of the FCC broad- ast license section, post finance fficer.

Mr. Hall emphasized that Amvets as a "middle-of-the-road liberal" iewpoint, as distinguished from merican Veterans Committee, hich, he said, is further to the ft.

Amvets, which was the first Var II veterans organization rec- gnized by Veterans Administra- on, has previously expressed an terest in radio activities, having lopted a resolution favoring the CC reservation of FM channels. ol. William A. Roberts, counsel r the Television Broadcasters ssn., is Chairman of the National olicy Committee of Amvets.

Jack W. Hardy, National Com- ander of Amvets, congratulated his first post dedicated to the dio and press industry" and said, t is hoped that this post will be e first of many throughout the dio and press fields. One of the mvets' principles supports the nest and impartial dissemination news and we believe the forma- on of a post of this character can ost effectively aid in implement- g this basic principle." Mr. Hardy phatically stressed the impor- nce of a "free and unhampered dio" to guide these principles.

General Foods Renews

ENERAL FOODS Corp., New ork, Oct. 4 for 52 weeks renewed e *Baby Snooks* and *Adventures the Thin Man* programs on full BS network. *Baby Snooks* is ard Fri. 8-8:30 p.m., on behalf Jello and Jello Puddings, and e *Thin Man* is heard on Fri. 8:30- 55 p.m. for Sanka. Agency is oung & Rubicam, New York.

History Book of Broadcasting To Be Introduced Before NAB

TO BE formally introduced at the NAB Convention is *The First Quarter Century of American Broadcasting*, KMBC Kansas City's history compiled from the contributions of more than 300 stations and networks after nearly two years' work.

Mr. Shurick

Unlike *The Hucksters* and *Radio's Second Chance*, the new book tells the whole story of broadcasting and does not select exceptions. E. P. J. Shurick, director of advertising and promotion for KMBC, conceived the idea in January 1945, and since then he has been busy gathering, checking and unifying the vast amount of material which went into the book.

The Kansas City station of Arthur B. Church sponsored a yearlong campaign of advertisements in the trade press, saluting other broadcasters for their accomplishments as evidenced by material unearthed for the record.

Challenge Sheets

To authenticate its facts, KMBC submitted a series of challenge sheets, including listings of pioneering claims, to all broadcasters for their acceptances, challenges, revisions and additions.

"Only in this way could a complete story be told of broadcasting's beginnings," Mr. Shurick said, "for the story of the industry is a composite of all the stations."

Reducing the several filing cabinets of data to one book was a difficult task. Because of conflicting claims, the station went to the extreme of submitting galley proofs of all material to broadcasters concerned for their final reading and revisions.

The book contains 384 pages with more than 1000 authenticated milestones as a permanent record of broadcasting, and in commemoration of its 25th anniversary. Each of the 16 chapters has its own chronology of facts for reference purposes.

Contributors to the book will receive special numbered copies, and leather bound volumes will be presented to President Justin Miller of the NAB and Acting Chairman Charles R. Denny Jr. of FCC. Other copies will be sold at $2 each to cover publication costs. Mr. Shurick will attempt to distribute as many copies as possible through stations.

Mr. Shurick, although in his mid-thirties, is somewhat of a radio pioneer. He was a sports announcer for Minneapolis and St. Paul stations while at the U. of Minnesota. He later became radio director of Addison Lewis and Assoc., a Minneapolis agency. At KLO Ogden, Utah, he advanced from salesman to general sales manager of the Intermountain Network. He joined KMBC in 1943.

Takes More Space

ADDITIONAL office space for North American Broadcasting System Inc. [BROADCASTING, Sept. 16] has been announced by Charles J. Husband, vice president and general manager. Firm will occupy second floor, 749 Market St., San Francisco, as well as present offices, 212 Stockton St. Simultaneously, appointment of Mark Parnall as public relations director was made known. In agency and public relations work on West Coast for over 15 years, he served with AAF during war.

Mrs. Neblett Takes 'Story Goes' Spot

FUTURE transcriptions of *So the Story Goes*, produced by Neblett Radio Productions, Chicago, will feature the voice of Angeline Orr Neblett, widow of Johnnie Neblett, killed in an airplane crash Sept. 15.

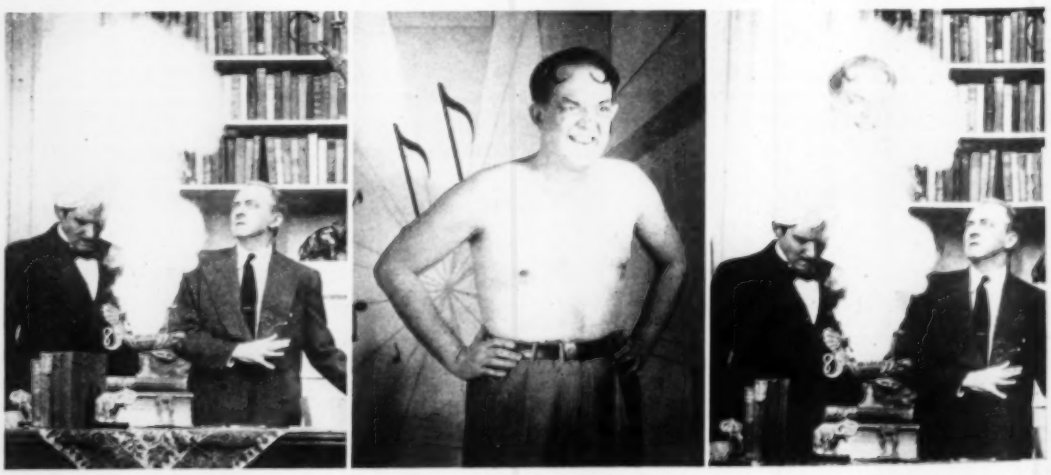
Mrs. Neblett will appear in 320 additional transcribed programs which will bring to a total of 520 the number available to stations, according to Mort Jacobson, senior partner of the firm. The arrangement whereby Mrs. Neblett will succeed her late husband is believed unique in the broadcasting field.

Before her marriage to the late Mr. Neblett last December, Mrs. Neblett was a well known radio and film actress. She recently took the leading feminine role in *Captain Midnight*, and has played in many network programs. Mr. Jacobson said *So the Story Goes* will also be available as a live program for network sponsorship.

Mr. Jacobson also said Neblett Radio Productions would present the world premiere of *My Lucky Break* featuring Josef Cherniavsky, a 40-piece orchestra and the Dinning Sisters at a special audition before radio and advertising executives in the studios of WGN today (Oct. 14).

W. P. Williamson Sr.

WARREN P. WILLIAMSON Sr., father of Warren P. Williamson Jr., president and general manager of WKBN Youngstown, died Oct. 7 at his Youngstown home. He was 88. Mr. Williamson Sr. was a minority stockholder in WKBN and served as treasurer of the corporation when it was founded in 1926 as a 7½-w outlet. The elder Williamson was in the carriage business in Youngstown at the turn of the century and was a pioneer in the automotive field. Later he entered the banking and real estate business.



TRICK television effect attained for play *The Jest of Ahalaba* is shown in this series. In first, two men look at cloud of smoke as two cameras catch the action. In second, this picture of the devil is caught by the third television camera. In the third picture super-imposition was made by the technical director in the control room to give effect of the devil's head coming out of the smoke.

Fall Harvest

There's a bountiful fall harvest of delightful radio fare on WGN these invigorating autumn days. An imposing array of new and returning commercial shows on WGN this fall insure real listening pleasure.

Included in the line-up are:

Hollywood Theatre
Berle Ives
Hi-Time
Old Time Music
Nick Carter
College Football
Musical Scoreboard
Spotlight Bands
Joke Box
Children's Activities
Standby for Adventure

Wayne King Show
Exploring the Unknown
Curfew Time
Buck Rogers in the 25th Century
It's Up to Youth
Children's Activities
Distinguished Guest Hour
Dr. Preston Bradley
Real Stories from Real Life
Chicago Asks Dr. Eddy

Philo Vance
Cedric Foster
The Shadow
Crime Files of Flamond
House of Mystery
Baker's Spotlight
Canary Pet Show
Eddie Dooley
Sing America Sing
Pleasure Parade
Meet the Stars

A Clear Channel Station . . . . . .

Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

Your programs (or spots) keep company with the best over WMC

When you advertise over WMC, you have the satisfaction of knowing that your programs, or spot announcements, are surrounded by programs of proven appeal, big names and big shows that consistently show, for the most part, the highest Hoopers in town. For over WMC, the Mid-South radio audience hears such names as

Jack Benny	*Charlie McCarthy*	*H. V. Kaltenborn*
Bob Hope	*Amos 'n Andy*	*Eddie Cantor*
Fibber McGee and Molly	*The Aldrich Family*	*Red Skelton*
Mr. District Attorney	*Fred Allen*	*Abbott and Costello*
Quiz Kids	*The Great Gildersleeve*	*Burns and Allen*

-and many other stars in the air.

This is but one of the many reasons why WMC is clearly, unquestionably first in Memphis and the Mid-South.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO.

MEMPHIS' *DOMINANT* RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

Two Radio Cases In Supreme Court

New Mexico Sales Tax, FCC Authority Will Be Tested

TWO CASES of vital interest to radio will be decided in the October term of the U. S. Supreme Court which formally opened last Monday. One involves a privilege, or franchise tax and a gross sales tax levied by the State of New Mexico. The other the authority of the FCC to deny a license renewal on sole grounds of hidden ownership of a minority interest.

In the New Mexico case, KGFL Roswell and KWEW Hobbs, owned by W. E. Whitmore, and KTNM Tucumcari, appealed direct to the Supreme Court from a three-judge Federal Court ruling in which the court held it lacked jurisdiction to decide applicability of the state tax [BROADCASTING, Sept. 23, Aug. Aug. 19]. The state had attempted to levy the 2% gross sales tax against broadcast income, as well as the privilege tax, alleging that radio operates intrastate.

The three New Mexico appeals are combined under Docket 212.

The U. S. Supreme Court, it is understood, has three alternatives in the New Mexico case. It may remand to the State Court for further hearing. It may send it back to the three-judge Federal Court to be decided on its merits, or it may keep the case and decide it on its merits.

In the second case pending before the Supreme Court, the high tribunal granted the FCC a writ of certiorari when the U. S. Court of Appeals for the District of Columbia reversed a Commission decision denying renewal of license to WOKO Albany, N. Y. [BROADCASTING, April 29]. The Court this week is expected to designate the WOKO case (Docket 65) for oral argument. William J. Dempsey of Dempsey & Koplovitz, who successfully handled the case before the appeals court, is expected to argue on behalf of WOKO before the Supreme Court.

Pending the Supreme Court decision WOKO operates on special temporary authorization.

PREMIER PERMORMANCE on CBS of the *Hour of Charm* is termed a success by Edward R. Dunning, vice president of N. W. Ayer & Son (1), agency servicing account, and J. H. Ferry, vice president and general manager of Potomac Electric Power Co., one of the 168 power companies sponsoring the program. The two attended a party celebrating show's CBS debut in Washington, Sept. 29.

Faust Heads CRMC

HOLMAN FAUST, vice president of Mitchell-Faust Adv. has been elected president of the Chicago Radio Management Club. Other new officers: Mark Smith, radio director of Presba, Fellers & Presba, vice president; Kay Kennelly, timebuyer for Arthur Meyerhoff, secretary; Ken Shepard, owner of K. E. Shepard Agency, treasurer. Outgoing officers who will serve as trustees are: Harlow P. Roberts, vice president of Goodkind, Joice & Morgan; Margaret Bylie, timebuyer, J. Walter Thompson Co.; Hilly Sanders, vice president, Mitchell-Faust Adv., John T. Carey, WIND commercial manager.

Mr. Faust

Cosmetic Firm Tests

SEVENTEEN COSMETICS, New York, has started a test spot campaign in several selected cities in New York State for four months. Agency is BBDO New York.

WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS*

HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

KYA'S RADIO NEWSREEL *Gives*

NORTHERN CALIFORNIA ON-THE-SPOT NEWS COVERAGE

The full dramatic story of events in Northern California is presented nightly in Radio Newsreel in stark realism only possible through the use of transcriptions made at the scene by KYA radio reporters. No other special news program in the region matches Radio Newsreel in listener interest.

NEWSREEL EDITOR
Tom Franklin of the KYA Staff, edits and presents the novel show nightly.

ON-THE-SPOT—KYA's mobile unit packs complete self-contained recording equipment—to record news as it happens. Radio Reporter on duty is Karl Barron.

TWELVE STORIES UP—Radio Reporter Barron drops line out of twelfth floor window of hotel to record interview with Henry Kaiser, West Coast industrialist.

FIRST-HAND ACCOUNT—Mayor Roger D. Lapham of San Francisco gives KYA's mobile microphone the inside story at the City Hall for use in Radio Newsreel.

KYA
SAN FRANCISCO

Represented by
Adam J. Young, Jr., Inc.
NEW YORK · CHICAGO

Beville Clarifies Views on Research; Urges Closer Coordination of Groups

EDITOR, BROADCASTING:

My article in the Aug. 19 issue of BROADCASTING which was published under the title of "NBC Researcher Urges New Study of Hooper's Method" has apparently been misinterpreted by some of its readers and I would appreciate it if you would publish this letter in order to clarify my position.

In the BROADCASTING article I pointed out that there was a great need for a research technique or combination of research techniques which would enable advertisers, agencies and broadcasters to estimate to some degree of accuracy the size of audiences to individual programs. It is my own belief that given the right kind of station audience data from BMB and the right kind of ratings figures, a formula can be developed from which the so-called "projectable ratings" can be obtained.

First Step

A first step in this direction is a research project for the critical evaluation of the present and proposed ratings services. It should include such methods as telephone coincidental, the roster, mechanical recorders and diary as well as any others which seem feasible. It appears to me that such a study could most logically be done by a joint industry group. I referred to the fact that the CAB had, toward its final weeks of existence, made a stab in that direction but did not follow through. With CAB out of the picture it was my proposal that this *evaluation job* be given to BMB.

It was not my intention to suggest or imply that BMB should itself get into the ratings business. I see no virtue in such a move unless it were found that the commercial ratings services were unable or unprepared to carry on. I attempted to point out in my article that a closer working coordination between BMB and the ratings services was highly desirable and would benefit all users of these services. The possibilities of such coordination would be strongly enhanced if BMB, representing all elements of the industry, were to conduct the evaluation study of ratings techniques which most radio research men seem to agree is essential to future progress in this field.

H. M. BEVILLE JR.
Director of Research, NBC
Oct. 1, 1946

C. CLARK STOVER Jr. has resigned from ABC legal staff to rejoin New York law firm of Speir & Kerbeck as partner. **RICHARD A. MOORE**, formerly with Cravath, Swaine & Moore, just out of Army, replaces Mr. Stover at ABC.

Independent Survey Again Shows

WIBW is the most powerful selling force in KANSAS

ONCE again, Dr. F. L. Whan of the University of Wichita surveyed over 10,000 Kansas homes to learn their radio habits, preferences and reactions. Here are a few facts of which we're pretty proud.

- WIBW is the "most listened to" station in Kansas
- WIBW is rated "best for news" and leads 3 to 1 over nearest competitor for best FARM news.
- WIBW is THE farm station, with over 90% of Kansas farm men and women listening to our farm programs.

YOUR copy of this survey is on its way to you. You'll find it cram-full of valuable, usable information on listening habits, economic status, program preference, hours of listening, etc., as well as some down-to-earth facts on the public's reaction to commercials . . . just another WIBW service in the interests of BETTER radio for both listener and advertiser.

WIBW IN TOPEKA "The Voice of Kansas"
BEN LUDY General Manager
COLUMBIA'S OUTLET FOR KANSAS
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

Grant Is Proposed For Daytona Beach

Decision by FCC Cites Local Ownership of Sperrys

ON GROUNDS of local ownership and diversification of control over communications media FCC in a proposed decision last week chose the Sperrys' Daytona Beach Broadcasting Co. over two other applicants for a new 250-w fulltime station on 1340 kc at Daytona Beach.

Winner in the proposed decision is owned by Wade R. Sperry of Daytona Beach, operator of Volusia Motor Co., who owns 50%; his brother, Edgar J. Sperry, general manager of WLAY Muscle Shoals, Ala., and Josephine T. (Mrs. Edgar J.) Sperry, WLAY program director, who own 25% each. Edgar Sperry would manage the proposed station.

FCC proposed to deny the conflicting applications of Roderick T. Peacock Sr. and Roderick T. Peacock Jr., who also applied as Daytona Beach Broadcasting Co., and of News Journal Corp., publisher of Daytona Beach's only newspapers, *Morning-Journal*, *Evening News*, and *Sunday News-Journal*.

The Commission preferred the Sperrys to the Peacocks because Wade R. Sperry now lives at Daytona Beach and the two other partners plan to move there, while neither of the Peacocks nor their proposed station manager (Alfred B. Robison, now general manager of WMGR Bainbridge, Ga.) is a resident of or acquainted with the Daytona Beach community. "In addition," FCC said, "the Sperrys have developed their program plans upon the basis of a study of the broadcast needs of the community and two of them have had prior broadcast experience."

Between the Sperrys and the News Journal Corp., the Commission concluded that a grant to the Sperrys "would generally tend towards a diversification of the media of mass communication and particularly would provide to Daytona Beach a competitive facility for the dissemination of news and information . . . ."

John H. Perry of Palm Beach, who with two sons controls Western Newspaper Union, 40% owner of News Journal Corp., also owns, through holding companies, WJHP Jacksonville, WCOA Pensacola, WDLP Panama City, and WTMC Ocala, Fla. Remaining 60% interest in News Journal Corp. is held in equal shares by Julius Davidson, president, and his son Herbert M., both residents of Daytona Beach.

Young Chairman

THOMAS H. YOUNG, director of advertising, United States Rubber Co., was elected chairman of the Assn. of National Advertisers and not president, as was erroneously reported [BROADCASTING, Oct. 7]. Paul B. West was reelected ANA president.

Your CBS Station for Western North Carolina

570 KC

Asheville's Listening Habit!!!

In Asheville most dials are set at 570 kc. This survey reflects the listening habits of the City of Asheville **only**, but when WWNC's total coverage area is considered, its lead over the other stations becomes even greater than that shown on this "Station Listening Index".

We are very pleased that this C. E. Hooper Survey further substantiates the fact that WWNC predominates in Asheville **and** Western North Carolina as the most listened to station.

HOOPER STATION LISTENING INDEX

City Zone

SHARE OF AUDIENCE

City Zone: Asheville, North Carolina — TOTAL COINCIDENTAL CALLS—THIS PERIOD 6,085 — Period: Summer, 1946

Index	Sets-in-Use*	WWNC	B	C	Others	Homes Called
8:00 AM to 10:00 AM Monday thru Friday	16.1	51.8	19.0	29.2	0.0	1,217
10:00 AM to 12:00 NOON Monday thru Friday	15.4	70.1	15.9	13.4	0.6	1,233
8:00 AM to 12:00 NOON Monday thru Friday	15.7	60.6	17.5	21.5	0.4	2,450
12:00 NOON to 3:00 PM Monday thru Friday	15.5	49.2	28.7	22.1	0.0	933
3:00 PM to 6:00 PM Monday thru Friday	14.5	35.8	46.7	17.5	0.0	945
12:00 NOON to 6:00 PM Monday thru Friday	15.0	42.6	37.6	19.8	0.0	1,878
6:00 PM to 8:00 PM Sunday thru Saturday	17.9	44.7	31.1	22.7	1.5	883
8:00 PM to 10:00 PM Sunday thru Saturday	23.0	40.8	33.2	26.0	0.0	874
6:00 PM to 10:00 PM Sunday thru Saturday	20.4	42.5	32.2	24.6	0.7	1,757

* Base: Total Homes Called

WWNC

1000 Watts Now

WWNC

5000 Watts Soon

The HOOPER *"STATION LISTENING INDEX"* is computed from the *"Total Station Mentions"* secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. This is a measure of the distribution, not the size, of the audiences to the respective stations. Excluded from this base *("Total Station Mentions")* are those who are *"Not at Home,"* those who are "Not Listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.

HALLICRAFTERS CO. REPLIES TO CHARGE

CHARGES that Hallicrafters Co. had acted improperly in sale of a consignment of mobile radio trucks, made before the special House subcommittee investigating surplus war property, have been answered.

One charge that the company had sold trucks at $4,500 in violation of alleged orders to sell at $7,500 [BROADCASTING, Sept. 30], brought this explanation: The orders covered new trucks whereas Hallicrafters had a consignment of used equipment; WAA was notified of the $4,500 sale price; the company had nothing to do with a mysterious WAA office memorandum on the subject; the WAA Kansas City office sold the same item at $2,900, reducing the price to $2,200 when the trucks weren't sold but still they couldn't be moved.

L. L. Kelsey, Hallicrafters vice president, was assured by Chairman Slaughter (D-Mo.) of the committee that the integrity and reputation of the company were not involved. The company pointed out that it sold $5,225,720 in property with sales expense of 27%, with that of other agents ranging from 720% to 32,600% of sales.

NABET Turned Down

NATIONAL Labor Relations Board announced it had dismissed petition of National Association of Broadcast Engineers and Technicians for certification at WDAN Danville, Ill. NLRB said NABET has had a contract with the station owners since 1944, but requested NLRB investigation and certification three days after contract renewal May 11 of this year. International Brotherhood of Electrical Workers intervened to ask dismissal of the petition.

WAR CRIMES
All Networks Broadcast From Nuremberg

IT TOOK JUST a little more than three hours of air time last week to record the result of a trial that had been grinding ever so slowly for nearly a year. From Nuremberg, ABC, CBS, NBC and MBS brought the voices of their correspondents to the U. S. with the momentous news that the leading Nazis would pay with their lives for their crimes against humanity.

ABC brought its listeners the voice of Lord Geoffrey Keyes, Brittain's prosecutor at the trials, as he pronounced the death sentence on Hermann Goering, at 8:15 a.m. Tuesday. All the other networks, from the moment they went on the air for the day on Tuesday, were interrupting commercial programs to give latest word.

Willenbucher Opening Offices in D. C., N. Y.

FRANZ O. WILLENBUCHER, retired as Navy captain July 31, has established a law office with association with the Washington, D. C., law firm of Kittelle, Sawyer & Lamb, engaged in general administrative practice. His offices are at 1044 Shoreham Bldg., Washington, and the Graybar Bldg., New York.

Mr. Willenbucher

Mr. Willenbucher, a Naval Academy graduate, class of 1918, was Special Assistant to the Director of Naval Communications during World War II. He was identified with the Board of War Communications as the Navy member of coordinating and law committees. In 1930 he received his LL.B from New York Law School; in 1937 he was graduated from Georgetown U. Law School in Washington as Juris Doctor, and was given the Faculty Award for his thesis on price regulation. By 1941 he had completed all seminars leading to an SJD Degree from Georgetown Law School. He is a member of the New York and D. C. bars.

CALIFORNIA OWNERS SEEK 4th STATION

BROADCASTING Corp. of America, licensee of KPRO Riverside, KROP Brawley and KREO Indio, Calif., sought its fourth standard station last week, filing an application for a new 250-w station on 1450 kc at Blythe, Calif., a town of 3,000.

W. L. Gleeson is president and general manager of BCA and holds 50.4% of common stock. E. L. Laisne (4%), is vice president, and E. W. Laisne, who is not an officer, has 45.6%. The application stated that E. W. Laisne was removed as a director of the corporation Jan. 30, 1946 by Mr. Gleeson, controlling stockholder, and that "an effort is now being made to buy his stock."

The applicant estimated construction costs at $13,600; monthly operating expenses, $2,900, and monthly revenues $2,500. BCA holds a construction permit for a Riverside FM station and has an application pending before FCC for a television station at Riverside.

Television Remote

BBC sent its mobile television unit nearly 30 miles from the Alexandra Palace studios Saturday (Oct. 12) to cover the first King George VI Stakes at Ascot racetrack. Plans were to install Emitron cameras near start and finish points and cover entire two-mile race with telephoto lenses. Mobile radio transmitter was to be used.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

...In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.

THE NEW Gates CB-10 TRANSCRIPTION ☆ TURNTABLE...

Featuring

INTEGRAL GAIN CONTROL

...affords a Perfected Playback Technique

Because it's new—in engineering, in simplicity and in ease of operation, the CB-10 excells all others in playback technique—timing, clarity in reproduction plus adaptability—it need not be confined to the control room—you use it anywhere!

Operating controls at your finger tips on the conveniently arranged CB-10 Front Panel.

SELF-CONTAINED PRE-AMPLIFICATION

VERTICAL-LATERAL REPRODUCER

for Modern Professional Operation Meeting Present-Day Demands of "Tight" Schedules and Split-Second Timing..

Embodying integral gain control, self-contained, 3-stage preamplification, power supply, mixer attenuator and filter control, right on the Control Panel, the GATES CB-10 is a master Turntable—the answer to the demands of the modern broadcasting station. Affording five different frequency response curves selected by the filter switch, a high level performing Reproducer Unit, and compactness, the CB-10 will bring your station up-to-the-minute in efficiency and studio technique. The chassis also is superior throughout in construction and materials, and the whole unit adds distinction in appearance as well as in performance, to any station.

CONDENSED SPECIFICATIONS

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than .2%.

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, by 26 in. deep by approximately 36 in. high. Packed for export, 25 cu. ft.

WEIGHT—Gross, approximately 215 lbs. Net 165 lbs. Packed for export, 285 lbs.

POWER REQUIREMENTS—Approximately 150 watts from 115 volts, 60 cycles source. Other voltages and frequencies available.

COLOR and FINISH—Cabinet is flat two-tone grey enamel. Turntable assembly finished in grey wrinkle enamel with green felt topping on platter.

MOTOR SPECIFICATIONS—1/75 HP. Continuous duty type. Very quiet and stable in operation.

WRITE FOR COMPLETE SPECIFICATIONS

NEW YORK OFFICE: 9th Floor • 40 Exchange Place

GATES RADIO CO. QUINCY, ILLINOIS

SOLD IN CANADA BY: Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922

CBS Tests Prove Feasibility Of UHF for TV, Says Lodge

SEVEN MONTHS of scientific exploration show that the ultra-high frequencies "provide a technically sound transmission medium for a television broadcasting service," William B. Lodge, CBS director of general engineering, told the National Electronics Conference in Chicago on Oct. 4 [BROADCASTING, Oct. 7].

Mr. Lodge

His address followed a report by Dr. Peter C. Goldmark, CBS director of engineering research and development, that the potential brilliance of color television pictures has been increased 11 times over that in January by use of a new set of color filters and an increase in the number of frames per second.

Reporting on CBS field tests of UHF transmission and reception for color video, Mr. Lodge said it was found that 10-kw radiated power from an antenna in the Chrysler tower, New York, would provide satisfactory color television reception for more than 90% of the people living within 50 miles (almost 14,000,000); that ultra-high frequencies permit control of the ghost problem, and that the UHF band is virtually free of man-made interference and completely free of natural static.

Important Outgrowth

An important outgrowth of the field tests, he said, has been development and use of a new concept of representing broadcast coverage in the very-high and ultra-high frequencies. This, he said, may have significant application in services other than video.

Two series of field tests were conducted, starting early this year: One, on 490 mc, of UHF coverage in the New York area; the other, on 700 mc, in cooperation with FCC, of long-distance UHF propagation characteristics under seasonal conditions.

Existing methods of describing coverage of broadcast stations, Mr. Lodge noted, usually rely upon maps showing field intensity contours, with areas within a contour generally regarded as receiving satisfactory service and areas outside the contour as being unserved.

Such maps, he said, "do not reflect the wide statistical variations in signal which, on frequencies above 30 mc, occur within a relatively few feet. Equi-signal contours as a measure of coverage are reasonably valid, although not strictly accurate, on frequencies of the order of one megacycle because such signals are substantially constant over an appreciable area.

"An accurate description of the coverage of any radio station . . . would show the following trend: Close to the transmitter most receivers will obtain a satisfactory grade of service and few will receive an unsatisfactory grade; at moderate distances there will be more cases of unsatisfactory reception, and at considerable distances only a small percentage of homes will receive satisfactory service."

"To reduce this simple and basic concept to practice, we developed and used for these field tests a new system of obtaining field data so as to provide a quantitative measure of service rendered."

Dr. Goldmark, discussing the increase in potential brilliance of color video pictures, said newly developed filters permit an increase of 2½ times, while increasing the color frame rate from 40 per second to 48 allows an increase of 4½ times in brilliance.

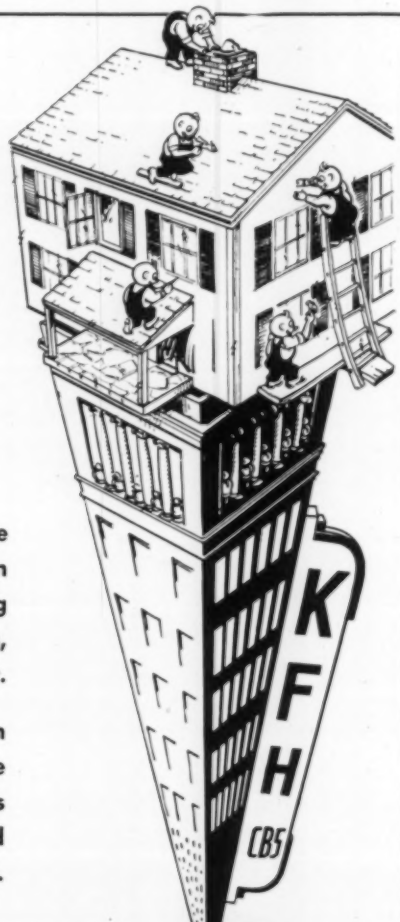
MBS Billings Up

MUTUAL last week announced its total billings for the first nine months of 1946 had exceeded those of a similar period last year by 32.5%. For the first three-quarters of 1946 billings were $19,033,606; in a similar period last year they were $14,361,551.

Housing is ON TOP IN WICHITA

Wanna buy or rent? You'll have a good chance to do either when Wichita's multi-million dollar housing projects are completed. Big homes, small homes, duplexes, apartments, all will fill a need in this fast-growing city.

These new homes will have everything from light bulbs to furnaces, from tooth paste to shoe polish...and if they are like most of the homes in the rich market, they'll have radios tuned to KFH, that selling station in the Southwest.

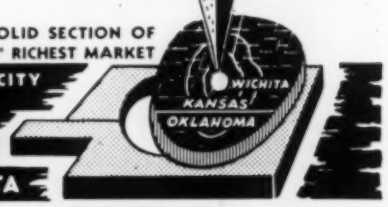


THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH

WICHITA



CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

KLOK GOES ON AIR IN SAN JOSE, CALIF.

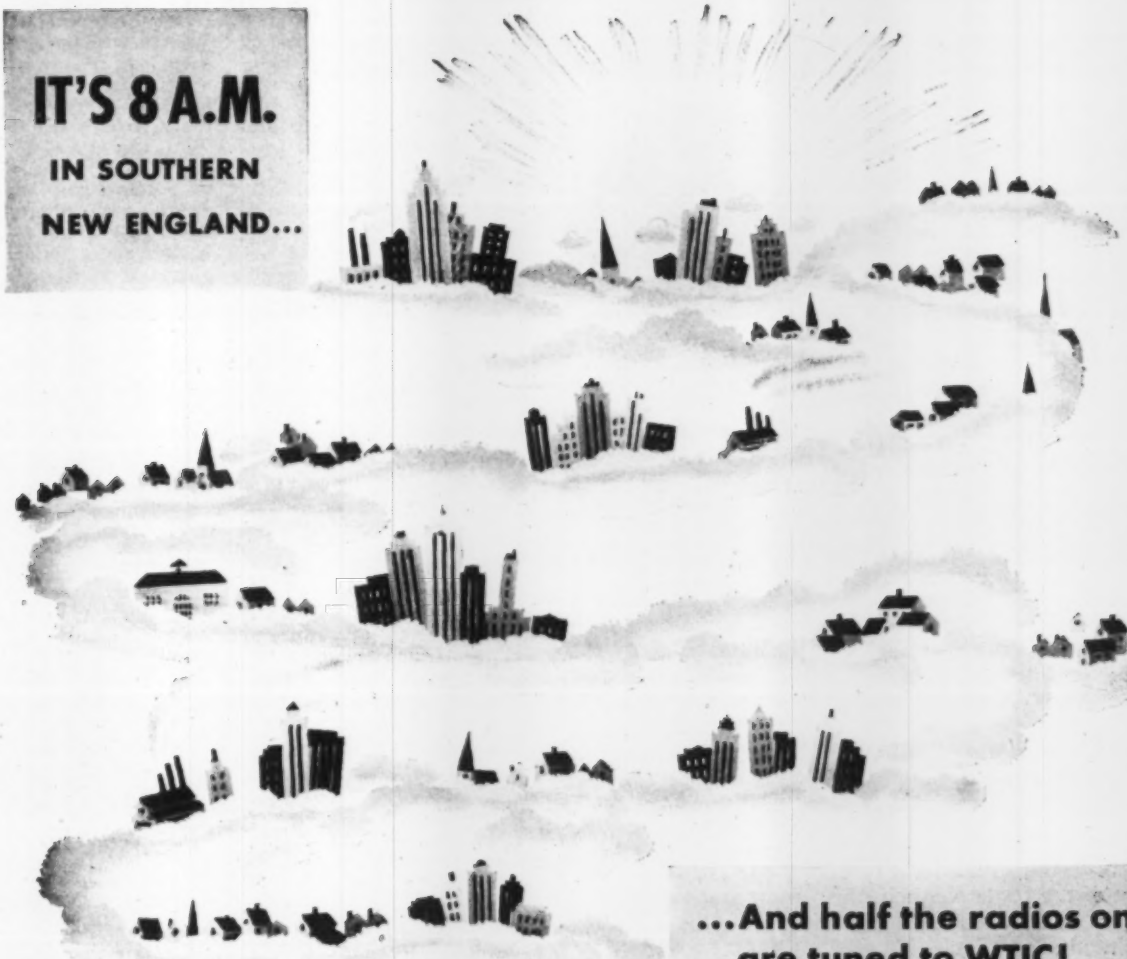
KLOK, new 5 kw San Jose, Calif., station on 1170 kc, went on the air Wednesday (Oct. 9), Ed Barker, president and general manager, announced. Formal opening was scheduled for yesterday (Oct. 13).

Owned and operated by Valley Broadcasting Co., the station's combined transmitter-studio building is situated at South King and Aborn Roads. New RCA transmitter equipment has been installed throughout.

Richard E. Ryan is commercial manager. Ruth Poindexter, formerly of NBC Hollywood news and special events department, has been made commercial program manager, and Deane Moore, formerly of KROW Oakland, Calif., program manager. John Roger Skelton is director of news broadcasts with Herchel McKenzie, announcer. Joseph T. Blindner is chief engineer. He served in similar capacity at KROW Oakland.

Mr. Barker and his wife, Claribel, are principal owners of KLOK. Other stockholders include: T. H. Canfield, Santa Barbara attorney, and Charles M. O'Brien Jr., San Jose candy manufacturer. Mr. Barker was for several years an account executive of NBC in San Francisco and Hollywood. Prior to that he was commercial manager of KQW San Jose.

IT'S 8 A.M.
IN SOUTHERN NEW ENGLAND...



...And half the radios on are tuned to WTIC!

IT'S a fact! According to a recent survey covering seven Connecticut counties where live 376,950 radio families, half the sets turned on at eight in the morning are tuned to WTIC! This represents a surprising number of listeners, for this early hour comes within 0.1% of being the peak daytime period . . . 40.6% sets are in use!

Here's the Average Daily picture . . . Monday through Saturday . . . 8:00 to 8:15 A.M.:

(Figures in percentage of radio homes)

SETS ON	40.6		
STATION WTIC	20.2	STATION E	1.4
STATION A	2.1	STATION F	1.0
STATION B	3.1	STATION G	2.0
STATION C	3.5	STATION H	.9
STATION D	3.6	ALL OTHER	2.9

This extract from the Listener Diary Study by Audience Surveys Inc. is not the exception . . . it's the rule, for by every measurement WTIC shows outstanding dominance in SOUTHERN NEW ENGLAND . . . leading its nearest competition by 3 *to* 1 *for the week as a whole!*

For the complete story . . . all the facts and figures, call your Weed and Company representative today.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood

In the average company . .

NOT **ONE**

but **4** *different Home Office Executives*

decide where Advertising Dollars are spent

THIS WAS JUST ONE of the significant facts uncovered recently when every sixth manufacturing executive on the SALES MANAGEMENT subscription list was asked five questions about advertising plans.

The four company officials named as most active in media selection were: the *sales manager*, the *advertising manager*, the *president* and a *vice president*. In the entire survey a total of ten different titles were named as important in deciding where advertising dollars are spent.

The *sales manager* was listed as a key man in media selection by *60.3 per cent* of the companies making consumer products, and the *vice president in charge of sales* was named in another *21.7 per cent* of these replies. 84.3 per cent of the respondents in this survey said that the sales department is active in determining the list of media to be used in any campaign.

The results of the poll brought out one fact again and again: Effective media selling and promotion *must* reach the *top sales executive*—the man who has THE *FIRST* WORD ON MARKETS; THE *LAST* WORD ON MEDIA.

Your *one sure path* to the sales manager's desk is a consistent advertising campaign in SALES MANAGEMENT—the *only* publication specifically edited for the sales executives of national advertisers and the magazine with more sales officials among its subscribers than *all* other publications in the sales-advertising field *combined*.

Sales **MANAGEMENT**

386 Fourth Avenue, New York 16, N. Y.
333 North Michigan Ave., Chicago 1, Ill.
15 East de la Guerra, Santa Barbara, Calif.

Dealers Throughout Country Plan Participation in National Radio Week

OBSERVANCE of National Radio Week Nov. 24-30 will be marked by participation of 30,000 dealers in all parts of the country. Specialty and department stores alike will display posters calling attention to new lines of receivers. These posters are being prepared by the Advertising Committee of Radio Manufacturers Assn. and will soon be in the hands of dealers.

Details are being worked out for a listeners' contest under direction of Dorothy Lewis, NAB coordinator of listener activity. Some 200 receiving sets will be offered as prizes.

The observance of National Radio Week follows the week-long series of events that climaxed radio's 25th anniversary last year. At that time dealer participation was retarded by lack of merchandise for sale, as well as lack of display models. This year, however, dealers' shelves are stocked with smaller models and console types are expected to become available in larger quanity. FM and television add interest to 1946 displays.

Actively participating with RMA in the week are NAB, National Retail Furniture Assn., National Retail Dry Goods Assn., National Music Merchants Assn. and National Electrical Retailers Assn. These associations are organizing participation by their member units, though NAB's part has been held up by concentration of activity towards the Oct. 20-24 convention in Chicago.

Individual stations are expected to cooperate with retailers in joint programs and promotion projects. Last year RMA, working with NAB and dealers, presented plaques to every station in recognition of 25 years of service.

Phillips Is Appointed Assistant to Webster

APPOINTMENT of Lt. Comdr. Edward C. Phillips (USCG ret.) as assistant to the director of telecommunications of the National Federation of American Shipping, was announced by Almon E. Roth, Federation president. Commander Phillips will serve as assistant to Commodore E. M. Webster, the Federation's director of telecommunications, now in Moscow as technical adviser at the five-power telecommunications conference.

During the war Mr. Phillips was special assistant to Commodore Webster, Chief Communications Officer, U. S. Coast Guard. He recently headed the International Section of the Coast Guard's Air-Sea Rescue Agency and for seven months was a member of the U. S. team for PICAO's regional route service organization meetings in Dublin, Paris and Washington. Before the war Mr. Phillips was with RCA Communications, New York and Baltimore.

FREC Programs

NETWORK PROGRAMS recommended for student and adult listening by the Federal Radio Education Committee are now printed monthly in *Scholastic Teacher*. The FREC was set up by the U. S. Office of Education. Mrs. Gertrude G. Broderick is chairman of advisory committee which makes selection.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 14, 1946.

District of Columbia—*ss.*

Before me, a notary public in and for the District aforesaid, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, editorial director, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Editorial Director—ROBERT K. RICHARDS, Washington, D. C.

Managing Editor—ART KING, Washington, D. C.

Business Manager—MAURY HENRY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 11,011.

MAURY LONG.

Sworn to and subscribed before me this 4th day of October, 1946.

NATHAN SINROD
Notary Public.

(Seal)

(My commission expires October 15, 1948.)

SUN
Sunday

TYR
Tuesday

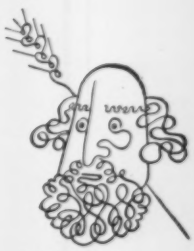
WODEN
Wednesday

THOR
Thursday

MOON
Monday

How Wednesday came to be called "BINGSDAY"...

FRIGGA
Friday



SATURN
Saturday

ALL sorts of things have been named after great people—cigars, candy bars, public parks and skyscrapers. Cities, too. And states. Even countries.

But the days of the week were named in honor of the Sun, the Moon and several ancient gods. Tuesday is Tyr's Day. Thursday is Thor's Day. And Wednesday, up until now, was Woden's Day.

But not any more.

Wednesday is Bingsday now.

"I guess you've had your day, Woden, old man," cracked Thor when the gods heard the news.

"But they can't DO this to me!" Woden roared.

"They can't, eh?" beamed the Moon. "You just don't know this man Crosby! I used to think I had tremendous drawing power—but for the last three years Bing has been acclaimed the *biggest* box office money draw in the entertainment world."

"But—"

"And besides," added Tyr, "last year his phonograph records sold to the tune of eight million platters—which makes *your* mythical records look pretty weak, indeed!"

"But—"

"Not only that," said Saturn, "but his movies have played to millions of paying customers. And he's piling up more awards in movies and radio than *you* could in a *month* of Wednesdays—I mean, Bingsdays."

"But why did he have to pick on *my* day?" persisted Woden. "Why not Sun Day, or Thor's Day, or Tyr's Day?"

"Because everybody knows that Wednesday *is* the night. It's *his* night. On the air, you know."

"What air?"

"The American Broadcasting Company's air, of course! Sponsored by Philco, the world's largest radio manufacturer, Bing sings as only Bing can sing every Bingsday night from ten to ten-thirty in the East and from nine to nine-thirty everywhere else across the country."

"You know," Woden decided, "I'm beginning to *like* this. Now, instead of working so hard at being Wednesday, I can stay home Bingsday night and hear Crosby sing!"

"Which," added Thor, "is what just about everybody else in creation will be doing!"

Don't miss the new **BING CROSBY SHOW**

Wednesday Nights 10:00-10:30 EST—9:00-9:30 in all other time zones

American Broadcasting Company

A NETWORK OF 216 RADIO STATIONS SERVING AMERICA

NAB
GOLF TOURNAMENT
OCTOBER 20
ACACIA COUNTRY CLUB

Entries must be received by Wednesday, October 16. Wire today!

. . . and take another look at the big sterling loving cup to be awarded to the low net winner.

Busses leave Palmer House and Stevens Hotel, 9:30 a.m.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

JAY WILLIAMS JOINS AGENCY IN CHICAGO

JAY C. WILLIAMS, one of Chicago's veteran advertising executives and founder of Trade Development Corp., of which he was board chairman, has joined Goodkind, Joice & Morgan, Chicago in an executive capacity it was announced Oct. 7.

Mr. Williams' position with Goodkind, Joice & Morgan has not been decided, but it is anticipated he will be named to a vice presidency with a stock interest. Maurice (Lou) Goodkind, who succumbed July 21 of coronary thrombosis, was vice president and treasurer of the agency and it is possible that Mr. Williams may assume that title.

Mr. Williams resigned his position with Trade Development Corp. last January and no successor has been named. Maurice F. Swaney is president.

G. B. McLendon Buys 51% of Texas Station

SALE of 51% interest in KNET Palestine, Tex. to Gordon B. McLendon, 25-year-old former Army newscaster, for an undisclosed amount of money was revealed in an application filed with the FCC last week by Mr. McLendon and his father, Barton R. McLendon, for a new standard station in Oak Cliff, Tex. KNET is on 1400 kc, with 100 w fulltime.

Filed under name of Trinity Broadcasting Corp., Oak Cliff applicant requests 1-kw day operation on 1190 kc. Barton R. and Gordon B. McLendon will be president and vice president, respectively, and will control 90% of the new station. J. R. Euler, associated with the elder Mr. McLendon in the operation of several Texas motion picture theatres, will be secretary-treasurer and have 10%. Sellers of KNET stock were not disclosed in the application.

Craddock Named Head Of McKeesport Outlet

JACK CRADDOCK, program director of WKPA New Kensington, Pa., has been named general manager of WMCK and its FM station, which were recently authorized by the FCC [BROADCASTING, Sept. 16] for operation in McKeesport, Pa. WMCK, assigned 1360 kc with 1 kw fulltime, is owned by Mon-Yough Broadcasting Co.

Mr. Craddock has been associated with radio for more than 10 years and is particularly well-known for his broadcasts of the Pittsburgh Pirate baseball games and coverage of the Pittsburgh Steelers pro-football contests over WWSW Pittsburgh. Roy Ferree, former WKPA New Kensington, Pa., sales manager, has been appointed commercial manager of WMCK and Charles White, formerly with KQV Pittsburgh, has been named chief engineer. WMCK expects to go on the air about Dec. 1.

MANAGEMENT

WELLS RUDOLPH CHAPIN, chief engineer and general manager of radio, St. Louis Globe-Democrat, has been in New York, Washington and Chicago the past fortnight contacting set manufacturers, FCC and others preparatory to inauguration of the Globe-Democrat's new FM station, scheduled to go on the air in the early fall of 1947.

CLYDE SCOTT, general manager of KECA Hollywood, is in New York for conferences with agency executives. He will attend NAB Convention in Chicago, returning to West Coast Oct. 31.

ADNA KARNS and **BOB TERRY,** manager and program director respectively of WIZE Springfield, Ohio, have been presented awards by the local Army Recruiting Station for donating more than 41 hours of programs and announcements to Army recruiting since first of year. According to report, WIZE ranked first in state among 250 w-class, third among all stations in state.

EUGENE CARR, director of radio for Brush-Moore Newspapers, operator of WHBC Canton and WPAY Portsmouth, Ohio, has been elected a vice president of the Canton Chamber of Commerce. He is now chairman of the public relations committee of that organization, will assume his new post Oct. 22.

GEORGE R. HAHN, vice president of Sioux Falls Broadcast Assn., has been appointed general manager of KSOO Sioux Falls, S. D. A veteran of midwest radio, he first joined organization in 1938, was active with the late **JOSEPH HENKIN** in the development of KSOO.

Mr. Hahn

HAROLD C. O'DONNELL, program director of KCVR Lodi, Calif., has been appointed station manager.

STEVE WILLIS, general manager of WJNO West Palm Beach, Calif., has been unanimously elected president of the West Palm Beach Chamber of Commerce. He also has been named a member of the Advertising Committee of the resort city.

HARRY SEDGWICK, president of CFRB Toronto and chairman of the board of the Canadian Association of Broadcasters, is official CAB representative at the Inter-American Radio Congress in Mexico City.

A. LESLIE GARSIDE, general manager of CJGX Yorkton, Sask., and CJRL Kenora, Ont., has been elected president of Winnipeg Sales and Advertising Club for 1946-47.

BEN McGLASHAN, owner, and **THELMA KIRCHNER,** general manager of KGFJ Hollywood, were in Washington last week and now are in New York. They will attend NAB Convention in Chicago before returning to West Coast.

IN THE AIR as well as on the air is Maj. Rex Howell, owner-manager of KFXJ Grand Junction, Col., about to take off in his Ercoupe. He was a group commander and patrol pilot in the CAP during the war, uses his plane for business and pleasure.

WILLIAM BEATON, general manager of KWKW Pasadena, arrives in Chicago Oct. 21 for NAB Convention and proceeds to Coral Gables, Fla., for a week's vacation before returning to the Coast.

IT&T Reports Loss

CONSOLIDATED net loss of $1,230,611 was reported for the first six months of 1946 by the International Telephone and Telegraph Corp. In similar period last year the consolidated income was $4,231,278. Conversion of Federal Telephone and Radio Corp., manufacturing subsidiary of IT&T, from war to peacetime production was given as major reason for this year's loss.

When You're Looking Over
MEMPHIS
Don't Overlook
WHHM
The Mid-South's Only 24 Hour Station!

Keeping An Even Keel—

POWERFUL LOCAL SHOWS KEEP KTSA PROGRAMMING BALANCED WITH OUTSTANDING CBS FEATURES

What keeps the million and a half loyal KTSA listeners tuning in EVERY DAY?

It's because they're following top-notch, locally produced shows . . . designed especially to please every medium . . . from farmer to housewife!

Chief Skipper of the program department is Merrill Myers, recently of the U. S. Navy, and veteran writer and producer of outstanding national shows.

Pat White, in addition to his "Man on the Street" show, serves as production director.

Bill Neithamer, local News Editor, covers San Antonio and the surrounding area with his five-day-a-week "Home Town Editor" show which has a tremendous following.

Bob Holleron, of KTSA's Special Events crew, makes the women "sit up and listen" with his "Meet Your Neighbors" program, featuring interviews with San Antonio folks in their homes during parties, teas, luncheons, picnics, and meetings. Bob enjoys a big following, too, on his 30-minute nightly "So You Think You Know Sports" show.

Ramsey Yelvington, our Farm and Ranch Editor, gives the farmer boiled-down observations on farm news, market reports, and current events on his "Creek Corner Journal" and "Time on My Hands" early morning shows.

Eston Pace, KTSA News Editor, combs all news sources for outstanding features and presents two newscasts daily.

KTSA's Woman's Editor, Betty Burns, reports current events, news about personalities, and oddities in the news of particular interest to women on her "Feminine Fancies" and "News Magazine" shows.

And so through the day with KTSA . . . smoothing the way for BIG RESULTS for YOU!

KTSA

SAN ANTONIO, TEXAS

5000 WATTS (DAY) - 550 K. C.

CBS — Affiliated with Taylor-Howe-Snowden Radio Sales — LSC

ANOTHER WCKY SUCCESS STORY

The Southern Farmer Magazine has used three 15-minute segments per week of "The Jamboree". During August, 1946, the magazine made two offers—a leather billfold and a year's subscription to Southern Farmer for $1.00, and a Bible and a year's subscription for $1.00. Mail totalled 4,522 for the month of August, and was received from 34 states. 91.2% was received from the 10 states and 21 counties in WCKY's intense listening area. Following is a breakdown of the mail.

INTENSE AREA

State	No. of Pieces		% of Total	
Ohio	542		12.0	
Indiana	106		2.3	
Kentucky	455		10.1	
Alabama	333		7.4	
Florida	147		3.2	
Georgia	556		12.3	
Mississippi	72		1.6	
North Carolina	598		13.2	
South Carolina	333		7.4	
Tennessee	320		7.1	
Virginia	348		7.7	
West Virginia	310		6.9	
		4,120		*91.2*

ADDITIONAL AREA

Michigan	87		1.9	
Pennsylvania	122		2.7	
Maryland	51		1.1	
Other States	142	*402*	3.1	*8.8*
		4,522		*100.00%*

ASK FREE & PETERS FOR DETAILS!

NEAL
NOT INC.

ADVERTISING AGENCY

737 North Michigan Avenue
Telephone Whitehall 8133
CHICAGO 11, ILL.

August 30, 1946

Mr. Ken Church
Radio Station WCKY
Cincinnati, Ohio

Dear Ken:

One of the biggest thrills in this business of ours is seeing the results come through.

Frankly, we don't expect these thrills during the summer. Not in the mail-order business! Summer's a time when we're gearing for fall...planning the big-volume production...using radio merely to hold choice spots...figuring the coming season will balance the ledger and bring the necessary margin of profit.

That's why WCKY's performance has been such a source of amazement and satisfaction, both to us and to our client, Southern Farmer! You fellows just don't recognize summer as a "slump" season! The subscriptions you've produced for this publication through your Western Jamboree this past month have measured up favorably with normal winter-time production of most good mail-pull stations.

With fall and winter just ahead, we're looking for WCKY to break all mail-pull records for this advertiser. We do enjoy seeing those big mail counts -- doubly so because all of you connected with the station get such a big bang out of your performance, too. It's enthusiastic selling from start to finish!

Best regards,

Pearl

P. K. Hornburg

WCKY

THE *L. B. Wilson* STATION

FIFTY THOUSAND WATTS OF
SALES POWER

3,282 letters received for Southern Farmer the first 15 days of September when this ad was written!

Editorial

Report From the Boss

AT LAST, in the welter of publications criticising American radio, one has emerged by authority of the people—who listen to it.

It is called *The People Look at Radio.* It is the result of a study conducted by the University of Denver National Opinion Research Center. The study was financed by the NAB. The results were analyzed by the Bureau of Applied Social Research, Columbia U., headed by Dr. Paul Lazarsfeld who himself can be counted among radio's critics.

None can contend, therefore, that the survey was anything but scientifically impartial. Its results are detailed in this issue. Outstanding among them, from the point of view of their usefulness to broadcasters, are these:

Listeners have faith in American radio—more than in any other medium.

Listeners do listen.

Listeners, in the area of critical comment, find greatest room for improvement in advertising.

There is only one sane comment on these conclusions. The enterprise and initiative, the energy and honesty broadcasters have put forth in developing a great medium in 25 years are rewarded by the good will of those they serve. These they serve have said, "You can make it better—and here's how."

Every broadcaster, confident that he has the backing of his listeners, can do no less than undertake immediate improvement of his product in the direction those listeners indicate.

FCC Please Copy

DISCUSSING the provisions of the Lanham Act on trademarks and the preparations the Patent Office is making for enforcement before the Act goes into effect next July, Commissioner of Patents Casper W. Ooms told the convention of the Assn. of National Advertisers:

We are going to you, the business community, and the lawyers who have been most interested in this subject, to ask their help in framing the rules and regulations and in devising the forms that will be required for operations under this statute. We are not going to study this Act to see what best appeals to us as the simplest manner of discharging our duty under it. We are going to you to find out how the practical problems which arise under the Act can be resolved with the fewest technicalities, the least expenditure of labor, the greatest clarity and the most nearly perfect expression of the principle of the legislation.

We know that you as merchandisers have always gone to your customers to sense their needs and to be guided by those needs in your merchandising. We differ little from you there. You have goods to sell—we have only public service to dispense. We should make and dispense only that kind of public service that you need and we are going to ask you to tell us what under this Act you do need.

We want you to make any suggestions that you believe pertinent for our rules and forms. We want you to be critical of the rules we propose in order that nothing be left in them to irritate or confuse the situation after the law becomes effective. That is your obligation to the Patent Office.

We commend Mr. Oom's remarks as a guide to Acting FCC Chairman Denny in the preparation of his scheduled address to the NAB Convention in Chicago.

FCC Unlucky Seven

THE FCC is in a class by itself when it comes to legalistic footwork. It has justified its arrogation of control over various facets of radio by adroit borderline interpretation of a law written nearly 20 years ago. By degrees it has invoked these new controls so that now it is on the very brink of program censorship.

But in their zeal to tighten the hold, the FCC's juridical speedsters may have attempted to steal second with the bases loaded! They may have overlooked a new statute which governs all administrative agencies. It is the *Administrative Procedure Act,* signed by President Truman last June.

We refer to the FCC's latest Blue Book move in citing six stations for license renewal for allegedly excessive commercialism in their past operations [BROADCASTING, Sept. 23]. Previously, the FCC had cited WBAL Baltimore for the same reason. But the FCC has not yet made public the issues on which these stations are to be heard. Until it makes the issues known, it cannot be ascertained whether the FCC proposes to invoke only the purported Blue Book violations, or whether the stations will be forced to meet other issues in purported transgression of the FCC's rules.

Irrespective of that, serious question now arises whether the FCC legally can cite these stations for renewal, and if it does, whether it would stand a ghost of a chance in the courts. Section 9 (b) of the Administrative Procedure Act (Public Law No. 404) dealing with the power of administrative agencies, specifically states:

Except in cases of willfulness or those in which public health, interest, or safety requires otherwise, no withdrawal, suspension, revocation or annulment of any license shall be lawful unless, prior to the institution of agency proceedings therefor, facts or conduct which may warrant such action shall have been called to the attention of the licensee by the agency in writing and the licensee shall have been accorded opportunity to demonstrate or achieve compliance with all lawful requirements. In any case in which the licensee has, in accordance with agency rules, made timely and sufficient application for a renewal or a new license, no license with reference to any activity of a continuing nature shall expire until such application shall have been finally determined by the agency.

We are advised by competent attorneys that the procedure followed by the FCC in citing these stations under the Blue Book is in derogation of the Administrative Procedure Act. It is no answer, we are told, that the FCC instituted the renewal proceedings before this new law became effective. The FCC must give the parties opportunity to comply with "lawful requirements." The FCC hasn't said yet what these "lawful requirements" are, because it is using the back door in seeking to achieve program regulation.

When Congress passed the new Administrative Procedure Bill and the President signed it, that law became the national public policy. The fact that some of its provisions become effective in the future does not alter its acknowledged status as the national policy.

When the Volstead Act was repealed in 1933 to become effective months later, the Government immediately stopped prosecution of prohibition cases, because a new public policy had been declared.

It took the FCC more than a year to write the Blue Book, a brilliant, mischievous job of walking the statutory tightrope. It took another six months to pare the list of more than 400 stations cited for temporary license to the mere seven called to the carpet. If the FCC wanted to promote fear among stations, it has succeeded. If the FCC meant to run counter to the new Administrative Procedure Act, it has succeeded too.

Why doesn't the FCC toss that Blue Book into the paper salvage campaign and call it a day?

Our Respects To—

JOHN BATES

JOHN BATES, now radio director of J. M. Mathes Inc., arrived in New York on June 16, 1935, his 27th birthday. Mr. Bates was happy—New York in June, cash in his pockets, and a great career ahead as soon as he found a job.

A Manhattan pickpocket, however, was unaware of this background and callously lifted the cash. Things suddenly looked tough. If his hotel hadn't agreed to carry him until he could get a job, the union of Mr. Bates with success might have been indefinitely postponed. As it was he got on as an announcer at WMCA.

Mr. Bates' radio career had begun years before during his college days at the U. of Minnesota. After class and during summer vacations he did announcing for WLAG, now WCCO Minneapolis, and during the four years did various jobs for practically every station in town including WDGY, WRHM, now WTCN, and KSTP. At the university he was a member of both dramatic clubs, the Garrick and the Masquers, and still found time to write and direct shows for the university station WLB.

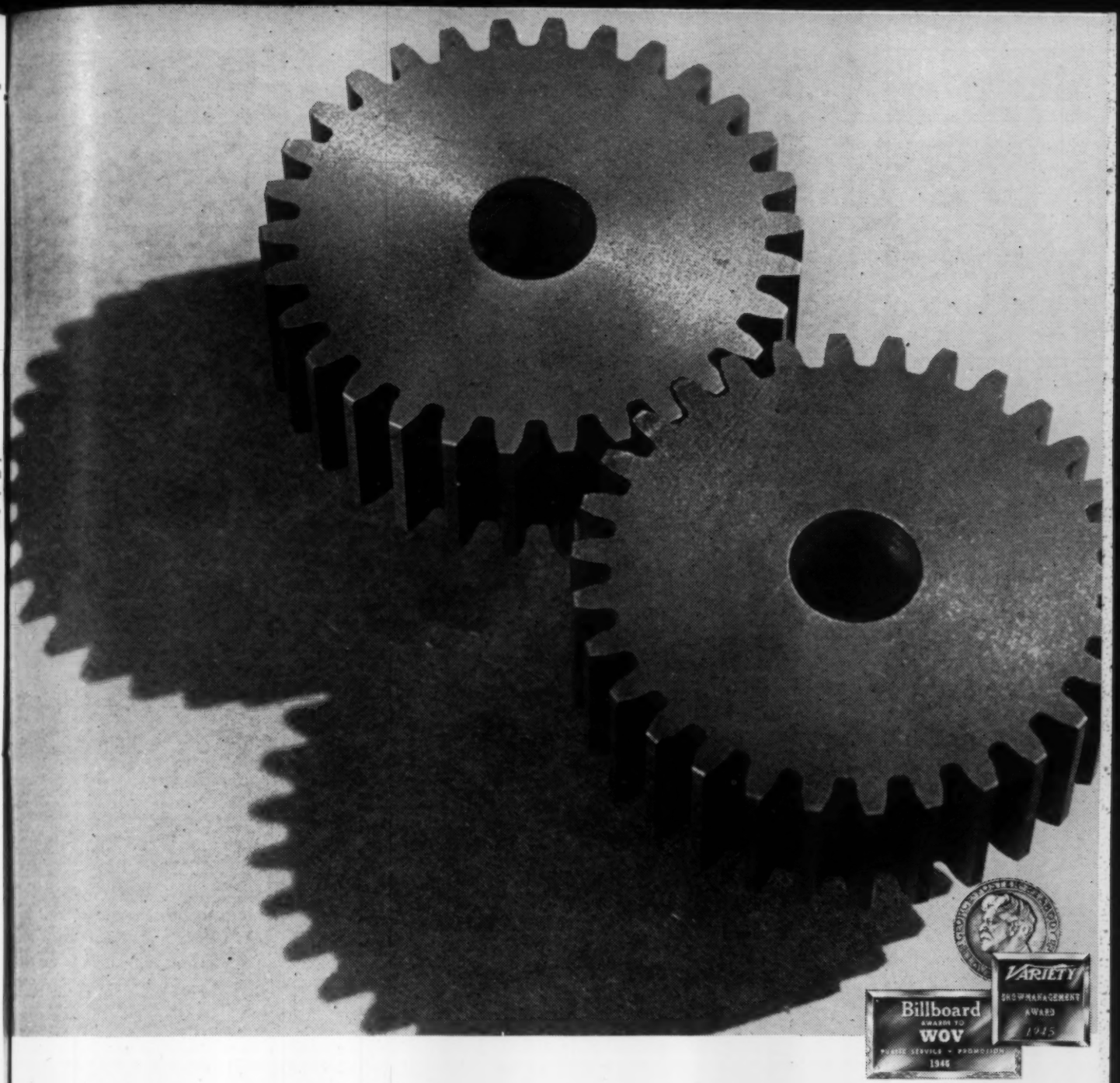
After college in 1929, Mr. Bates joined the Bainbridge Players, a stock company at the Shubert Theatre in Minneapolis, where he was a juvenile and second man. He kept in radio, however, as an actor on a morning show on WCCO and as announcer on WRHM.

A year later the stock company folded and Mr. Bates went to work for KFJM Grand Forks, N. D., as studio manager. In 1932 he joined KSD St. Louis as production manager. At that time there were few local shows sold on the station. As production manager, however, Mr. Bates built and sold a number of local shows until 1934 when he moved to Chicago, where he freelanced as a writer, producer and actor. KSD asked him to come back and he did, but remained only three months before going to New York.

Soon after Mr. Bates started at WMCA he shifted to WOR New York as an announcer and producer, and six months later was named commercial program manager of the station. While at WOR, Mr. Bates was responsible for discovering such radio favorites as Kay Kyser, the Answer Man, and Bill Corum. In 1938 he formed his own package producing organization.

In December of 1940 he joined Ruthrauff & Ryan as radio supervisor on the Noxzema account handling the *Quiz of Two Cities* program. In this capacity, he traveled from coast to coast, four or five times a year following the circuit of the show. Soon after-

(*Continued on page 50*)



WOV PROGRAMS ARE GEARED for BALANCED BROADCASTING

IN serving the public interest to the best of its ability, WOV best serves its listeners and sponsors alike. Gearing programs into a well meshed broadcasting pattern designed to entertain, educate and inform has resulted in building and holding one of the most important audiences listening to any New York independent station. According to recent Hooper ratings, WOV delivers one of the largest average metropolitan audiences between the hours of 7:30 and 10:00 p.m., at a cost of only 94c per thousand listeners per quarter hour . . . virtually half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV

NEW YORK

Commercial

WALTER TOLLERSON, account executive of NBC San Francisco, has been named assistant sales manager of NBC Western Division. He remains headquartered in San Francisco.

REEVE TALBOT, brother of **A. W. TALBOT**, owner of KEVR Seattle, has joined KEVR sales staff covering downtown agencies.

DICK MEIER, sales representative of KBIZ Ottumwa, is the father of a boy, Robert J. II. His wife, Isabel, is former traffic manager at KBIZ.

WALDO HOLDEN, commercial manager of CKRC Winnipeg, has been elected treasurer of the Winnipeg Sales and Advertising Club for 1946-47.

WHHM Memphis, Tenn., has appointed Forjoe & Co. as national representative. New station is assigned 1340 kc, 250 w.

JANE RUOSS, formerly with WKRZ Oil City, Pa., has joined WKNA Charleston, W. Va., as traffic manager.

JOSEPH BADGER, Navy veteran and formerly with WCOP and WHDH Boston, has joined the sales staff of WKXL Concord, N. H.

GEORGE PAULSON, MBS sales service executive, Oct. 5 married **HEDWIG ADAMS**, formerly in the MBS sales department, at Chateau Frontenac, Quebec.

JAMES MacNEAR, member of the news department of WFBL Syracuse, N. Y., has been transferred to station's sales department.

WCHA Chambersburg, Pa., newly licensed station operating on 800 kc with 1000 w, has appointed Forjoe & Co. as national representative.

Respects

(*Continued from page 48*)

ward, he became account executive for the American Cigarette & Cigar Co.'s Pall Mall account. Tnen he was made account executive on the *Jack Benny Show* for Lucky Strike.

On March 5, 1945, Mr. Bates resigned from Ruthrauff & Ryan to join J. M. Mathes Inc., New York, as director of radio. Under his supervision two network shows are now on the air. They are for Canada Dry, sponsoring the Meredith Willson show on CBS, and the Luden's Cough Drops show, featuring Hoagy Carmichael on CBS.

Mr. Bates is a great advocate of "developing new radio talent." He says that he feels "very strongly the responsibility of the whole industry for developing fresh talent and new ideas."

The Bates—she is the former Ruth MacFarland, well-known designer for Lord & Taylor and Molyneaux — will soon celebrate their ninth wedding anniversary. They have three sons and a daughter, John W. 3rd, is 7 years old; Pamela, 6; Alexander, 3, and Bradford, 6 months. The family lives in Redding Ridge, Conn., an hour and 40 minutes ride from J. M. Mathes Inc., every morning and every night, proving that Mr. Bates, now 38, still likes to travel. Incidentally, the commuting trips are broken up frequently by coast to coast hops, because both of his network shows emanate from the West Coast.

Mr. Bates' hobby is working a full day. And he hasn't had a vacation in the last eight years.

Technical

DEAN WICKSTROM, technical engineer of Don Lee Broadcasting System, Hollywood, has resigned to devote full time to construction of KPMO Pomona, Calif. Operating with 500 w on 1600 kc and scheduled to go on air in late December, station will be mutually owned and managed by Mr. Wickstrom and his partner, Myron Kluge, head of Kluge Electronics.

GENE RIDER, after 2½ years on temporary duty with the CBS news and special events department, has returned to the network's technical operation department as field technician handling special events pickups in connection with relay shortwave. Mr. Rider, who went overseas for the CBS news department in 1944 and broadcast from both European and Pacific theatres, returned in 1945 and became acting director of special events department, filling in for **WILLIAM J. SLOCUM**, who received a leave of absence. Mr. Slocum recently returned to CBS after finishing book, "F. D. R.—My Boss," on which he collaborated with Grace Tully, the late President Roosevelt's secretary.

GEORGE BLANCHETTE has been appointed chief engineer and **SIDNEY TOWNSEND** has been appointed studio engineer of newly opened CKDO Oshawa, Ont.

CHARLES A. SPRAGUE, who joined WOWO Fort Wayne, Ind., in December 1936, has been appointed technical supervisor of the station.

JAMES RANNY, engineer at WPIK Alexandria, Va., is father of girl born Sept. 25. His wife, Kay, is former "Sister Kay" of WFMJ Youngstown, Ohio.

News

J. E. (Dinty) DOYLE, former WABC New York special events director, has been appointed to the newly-created post of WABC news editor. **HENRY UNTERMEYER**, formerly an assistant to WABC's assistant general manager has supplanted Mr. Doyle as the station's special events director.

IAN ROSS MacFARLANE, WITH Baltimore commentator, has been honored by the Junior Association of Baltimore in a resolution signed by more than 700 citizens declaring him the outstanding humanitarian. The resolution was a result of Mr. MacFarlane's move in behalf of a fellow citizen, Simon Fried, who was critically injured Aug. 22 when he went to the assistance of a Baltimore patrolman engaged in a death struggle with a fugitive. Mr. MacFarlane staged a benefit employing the services of many top entertainers and raised $7,500 to aid Mr. Fried who may be paralyzed for life.

RAYMOND SWING, ABC commentator, has been presented the French Legion of Honor for service rendered that country during the war. The award was presented by Ambassador Henri Bonnet at the French Embassy in Washington. Mr. Swing is heard on ABC Wed.-Thur.-Fri., 7:15 p.m. (EST).

JACK WHITE, former football announcer of WJR Detroit and released from the Army, has been named to assist **BOB KELLY**, sports editor of KMPC Hollywood, in all road game broadcasts of the Los Angeles Rams.

BILL BABCOCK, associate news editor of WHBC Canton, Ohio, is instructor of a course in radio writing which has been added to curriculum of public evening schools in that city.

FORD KENNEDY, discharged from the Army as a radio news editor for AFN, has joined WBBM Chicago news staff.

ROBERT PAGE, new to radio, has been added to the news staff of WFBL Syracuse, N. Y.

CEDRIC FOSTER, Mutual commentator, Oct. 13 was to begin four-day session of lectures and round-table discussions at Hockaday School, Dallas, open to students, faculty, alumnae, parents and representatives of Dallas high schools and civic organizations. Mr. Foster also is to address the Texas Mid-Continent Oil and Gas Assn. in Houston Oct. 17 and the Chamber of Commerce, Paris, Tex., Oct. 18.

DICK BURRIS, news editor of KSO Des Moines, has been selected as official delegate to the National Radio News Editors Conference in Cleveland Oct. 24-26 by Iowa Radio News Editors Assn.

EVERETT HOLLES, WBBM Chicago news editor, goes to New York Oct. 23 to report forthcoming sessions of the United Nations which reconvenes following close of Paris Peace Conference. He will continue 6:05-6:15 p.m. weekday broadcasts.

RALPH BACKLUND, newswriter at WCCO Minneapolis, has been added to the U. of Minnesota School of Journalism faculty as instructor for 1946-47 term.

GEORGE CARSON PUTNAM, Mutual and WOR New York newscaster, and his wife, **LEE CARSON PUTNAM**, former INS war correspondent, have started husband-wife news feature quarter-hour show weekly on MBS, Sun. 8:45-9 p.m. Mr. Putnam presents straight news while Mrs. Putnam presents fashion news.

SAMUEL SLOANE, former tour supervisor at NBC and AAF veteran, has joined news staff of WOAI San Antonio as reporter.

BEN WERK has been appointed farm program director of WKRC Cincinnati with formation of a complete farm department by that station. Listener contest was held to name WKRC model experimental farm near Lebanon, Ohio, from which Saturday farm program is originated. Name chosen is "Farm 55."

BESS HOWARD, WCAU Philadelphia commentator, is back on the air after an extended tour throughout Europe. She attended the War Crimes Trial at Nuremberg and the Peace Conference at Paris.

It's Christmas Early AT KLAC!

"Christmas Early"
(CATHRYN CRAGEN).

KLAC BRINGS YOU

"CHRISTMAS EARLY"*

AND HER RECORD SHOW

MON. THROUGH SAT. ● 11:10 P.M. - 1:00 A.M.

*by special permission of Chester Gould, creator of Dick Tracy.

KLAC
LOS ANGELES

National Representative Adam J. Young Jr. Inc. New York & Chicago.

A BABY'S BEST FRIEND IS BILL STULLA

Bill Stulla, the merry emcee on KFI's participating program, "LADIES DAY," has a genius for inaugurating promotions that go straight to the hearts of his women listeners (and believe us, said women are present in large numbers). When the papers recently carried the story about the mother in Philadelphia who had a set of triplets last year and a set of twins a few weeks ago, Bill got an idea. With the aid of a Calculator and a baby book, he figured that this brood of infants would require 240 diapers per week.

AN OLD ANGLE WITH A NEW TWIST

Sure, you can guess it. Stulla is asking listeners to send diapers for this prolific family to "LADIES DAY" to be forwarded to the city of brotherly love. It's a known fact that diapers are just about as hard to obtain as nylons so what could be greater proof of the pulling-power of this program than the fact that over 500 *new* diapers came in on three heart-rending pitches from Bill. If you're a timebuyer looking for a good participating deal in America's third market, you don't have to look beyond "LADIES DAY." Stulla and supporting cast are doing a whale of a business from Monday thru Friday at 9:15 a.m. The details about this program are available at KFI Sales or Edward Petry Co.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PRODUCTION

ROBERT EATON, former continuity editor and news commentator on WIBX Utica, N. Y., has been appointed continuity editor of WCIL Carbondale, Ill. Station will go on the air in November.

INGRID SAMUELSSON, director of broadcasts for home and family for the Swedish Broadcasting Corp., is in the U. S. for six months to study American radio. Oct. 3 she appeared on WTOP Washington program, "Home Service Daily," describing the government owned and operated broadcasting system which she represented.

LEX BOYD, former announcer for AFRS Shanghai, has joined the announcing staff of KFEL Denver. **RAY PERKINS,** who conducts 90-minute popular record program on KFEL, will write column of record reviews for Sunday edition of Denver Post beginning Oct. 27.

BOB O'CONNOR has been assigned Hollywood announcer on NBC "People Are Funny" and "Kollege of Musical Knowledge" programs.

PALMER THOMPSON and **PAUL MILTON,** writers of such network shows as "We the People" and "Exploring the Unknown," are collaborating on a handbook based on radio's terminology. The authors hope to standardize terms.

MICHAEL RAFFETTO, who portrays Paul in NBC "One Man's Family," has been assigned director of weekly "Michael Shayne" on Don Lee-MBS stations starting Oct. 15.

BOB HOPE, heard on his own NBC program, Sept. 30 was presented the Distinguished Service Medal of the American Legion at the organization's national convention in San Francisco. Award was in recognition of the comedian's wartime efforts to entertain servicemen and women both in this country and abroad. He had visited all theatres of the war and entertained more than 10,000,000 service people. He is said to be first person in entertainment field to receive the decoration.

ROBERT KEESHAN and **HIRAM BARTZ** have returned from service to NBC stations and guest relations departments respectively.

MILDRED CARLSON, director of WBZ Boston "Home Forum" for 15 years, now has Monday through Friday column in the Boston Post, titled "After Breakfast With Mildred Carlson."

Miss Carlson

DAVE HOWELL now conducts weekly "Children's Council" on KGER Long Beach, Calif.

BEN GAGE, Hollywood announcer, has been signed for weekly acting role on CBS "Joan Davis Show."

HARRY MITCHELL has been assigned m.c. for six-weekly CBS Pacific program, "Meet the Missus." **MAURIE WEBSTER** has taken over as announcer on that program.

MURDO McKENZIE, NBC Hollywood engineer, has resigned to become production aid to **BILL MORROW** on Bing Crosby's transcribed series for Philco. **LARRY CLEMMONS,** former writer for Walt Disney Cartoons, also has joined Philco series as writing assistant.

JUNE CALDWELL, music director of WMT Cedar Radips, composed and played the music for the film "Our Iowa," produced by the State U. of Iowa for the Iowa Centennial. It will be shown in schools and clubs throughout the state.

BERNARD SCHLANGER, former WOV New York announcer, is teaching speech and radio at Brooklyn (N.Y.) College.

TED CONNER, announcer at WFMJ Youngstown, Ohio, is the father of a girl born Oct. 5.

JIM BRANNON has been assigned Hollywood narrator on CBS "Eddie Bracken Show."

MRS. JACK MULLEN, formerly **JANE GLENN,** ex-fashion editor of CBS Hollywood, is mother of a boy born Oct. 4.

DONALD ALLMAN and **JAMES MARSH** have joined newly opened CKDO Oshawa, Ont., as announcers.

JACK DENNETT, announcer of CFRB Toronto, is the father of a girl, Lauraine Dianne, born Sept. 29.

JACK McCOY has been added to the announcing staff of WOAI San Antonio. Marine Corps veteran, he formerly had been with WJDX Jackson, Miss.

LEATRICE JOY TOPE has been added to WOAI continuity department.

JAMES DELINE, assistant program director of WFBL Syracuse, N. Y., is the father of a girl, Linda Gere.

BRUCE KAMMAN, NBC Hollywood producer, is in Birmingham General Hospital with a leg infection.

JOHN MASON BROWN of the CBS program "Of Men and Books" has been re-elected president of the New York Drama Critics Circle.

DICK BREEN is writer-producer of detective mystery series, "Pat Novak for Hire," on ABC Pacific stations for Gallenkamp Stores [BROADCASTING, Sept. 30].

CY HOWARD, CBS New York producer, had switched to network's Hollywood studios.

ART GILMORE, Hollywood announcer, has been engaged to teach course in announcing at U. of Southern California.

HOWARD SEVERE, former Esso reporter of West Virginia Network, now is announcing at WPIK Alexandria, Va., where he narrates the tri-weekly program of poetry and organ music, "Loveliness of You."

CATHERINE McIVER of CBC Toronto studios has been transferred to CBC Winnipeg to take charge of women's talks. She is a former Toronto high school teacher.

DR. BERNARD J. HANDLER, NBC medical director, is the father of a boy, Richard Paul, born Sept. 24.

PAUL MILTON, radio writer, has been assigned to write dramatic portions of Gabriel Heatter's "Brighter Tomorrow," which started Oct. 13, Sun. 10 p.m. on MBS. Program is sponsored by Mutual Benefit Health and Accident Assn. of Omaha.

MILTON BELL, announcer on CKWS Kingston, Ont., has been appointed lecturer on political science at Syracuse U., and replaced by **CHARLES MILLAR,** formerly of CKWS.

ED BOWSER has been appointed program director of CKGB Timmins, Ont. He was previously with CFCH North Bay and CKOC Hamilton.

WILLIAM BRAMAH has joined announcing staff of CKGB Timmins, switching from CHUM Toronto.

BOB d'ESTERRE, formerly of CFPA Port Arthur and CKRC Winnipeg, has joined the production staff of CFCH North Bay, Ont.

TO WHOM I MAY CONCERN

I'm Operations Manager of a radio station, so I've got a job—a good job, and it's mine as long as I want it.

But my boss knows I'm running this ad for a better one, as I've climbed to the last rung in this ladder.

Fifteen years in radio tell me that.

Five years ago I helped to start this station. I set up the Station's program department (our latest Hoopers are the talk of the trade). I built up one of the largest recording libraries in the country. I didn't buy a lot of useless duds. I hired the announcing staff as well as the rest of the station personnel.

In other words, I know radio.

As recently as July a year ago, my boss gave me the job of opening up another of his stations, from the blueprint stage to hiring the entire personnel.

I'm a 39-year old dependable business woman. My boss has called me "the best man I have around the station."

Somewhere there is a president of a radio station who needs an executive assistant accustomed to accepting responsibility and making the right decisions.

I'll be at the convention. If you think I can contribute to your station's operations, I'd like to talk with you. In the meantime, write or phone Headley-Reed at 180 North Michigan Avenue, Chicago, or call Franklin 4686. They'll tell you how to get in touch with me.

Welcome
TO
BING CROSBY
AND
PHILCO
IN YOUR NEW PROGRAM
ON
ABC
Just as ABC will carry this TOP SHOW in Washington
WMAL
broadcasts the TOP ATTRACTIONS
THE
WASHINGTON REDSKINS
FOOTBALL GAMES ARE BROADCAST EXCLUSIVELY IN WASHINGTON OVER
WMAL
Play-by-Play by
HARRY WISMER
ABC DIRECTOR OF SPORTS
Color by
JIM GIBBONS
WMAL SPORTSCASTER and M. C.
WMAL
630 ON YOUR DIAL

AGENCIES

GLENN E. MARTIN has joined the copy department of Burton Browne Adv., Chicago. Mr. Martin will assist **BURTON BROWNE** in the development of new consumer accounts. **DAVID O'CONNOR**, news writer, also becomes a member of the copy staff. Mr. O'Connor will specialize in public relations and promotion of accounts.

JOHN BENNETT, manager of the Toronto office of Hutchins Adv., transfers to Chicago to become sales and advertising manager of Philco Corp. for midwest division. He is succeeded at Toronto by **WALTER ENGER**, former advertising manager of Auto-Lite Batteries of Canada Ltd., Toronto, and prior to that with McKim Adv. and Horace N. Stovin Co., station representative, both of Toronto.

AL PAUL LEFTON Co., Philadelphia, has been named advertising agency for Philadelphia regional office of War Assets Administration under new advertising policy of WAA designed to localize placement of WAA regional advertising.

KEN WATSON, former account executive of J. Walter Thompson Co., New York, has joined Pat Patrick Co., Glendale, Calif., in similar capacity.

DICK PETTIT has been added to special service department of J. Walter Thompson Co., Hollywood.

MAKELIM ASSOC., Chicago, has established West Coast offices at 1554 Cross - Roads-of-the-World, Hollywood. Telephone is Granite 1363. **WILTON C. NEIL**, vice president and account executive, and **RICHARD W. CANNING**, vice president in charge of public relations and publicity, head the new office. **HAL R. MAKELIM**, president of the firm, will divide time between Chicago and Hollywood.

C. C. FOGARTY Co., formerly Matteson-Fogarty-Jordan Co., marked its 27th year in advertising by moving to larger quarters at the Bell Bldg., 307 N. Michigan Blvd., Chicago.

C. E. STAUDINGER, former executive vice president of LaRoche & Ellis, and for 13 years a stockholder and director of that company, has joined Warwick & Legler, New York, as vice president, member of the board of directors and stockholder, effective Oct. 14.

ALICE HAUSMAN, formerly in the copy department of Young & Rubicam, New York, has joined Federal Adv., New York, in same capacity.

B. ROBERT RAND, secretary-treasurer of Spadea Inc., New York, has been elected a vice president of the agency.

JAMES PATTERSON, formerly on the publicity staff of Columbia Pictures Corp., Hollywood, has switched to J. Walter Thompson Co. as editorial assistant to **JOE LEIGHTON**, publicity director.

CHARLES HOGEN, N. W. Ayer & Son vice president in charge of service; **STANLEY TALBOTT**, agency's representative in charge of service, and **ARTHUR WHITE**, executive on United Rexall Drug Co. account, are in Philadelphia for home office conferences.

BOB ORR, vice president of Lennen & Mitchell, New York, has been in Hollywood conferring with **MANN HOLINER**, vice president in charge of radio.

CHARLES H. HEPPENSTALL, prior to joining the Army advertising manager with Ralph C. Coxhead Corp., has joined Seidel Adv., New York, as account executive.

FRANK HERMES, formerly on the sales staff of Newsweek Magazine, New York, and previous to that space buyer at Compton Adv., Geyer, Cornell & Newell and McCann-Erickson, New York, has joined Federal Adv., New York, as director of media, succeeding **JACK LOUCKS**, resigned.

HOMER MORGAN SNOW, former advertising and public relations director of Lear Inc., New York, has joined The Gravenson Co., New York, as account executive.

JOHN P. GRADY, former advertising and sales promotion manager of the Chase Bag Co., Chicago, has joined the merchandising department of Young & Rubicam, Chicago.

WATTS, PAYNE Adv., Tulsa, Okla., has opened new offices in Wichita, Kan., and Dallas, Tex. **DONALD SCHALL** heads Wichita office and Dallas office will be managed by **BURKE GILLIAM**, vice president of the agency before he entered military service.

SANFORD WOOLF, former production director of KFRE Fresno, Calif., has joined the production staff of Atherton & Greshman, Adv., Hollywood.

J. ARCHER KISS, author of several books in advertising and applied psychology field, is new member of the merchandising and copy staff of H. M. Gross Co., Chicago.

DAVID VAN DE WALKER, assistant business manager of Young & Rubicam, Hollywood office, is the father of a girl born Oct. 2.

ROBERT BRILLMAYER, owner of the "Try 'n' Find Me" show on ABC and "Pot o' Gold," also on ABC, is to marry **BERNICE GAINES**, copywriter with Kenyon & Eckhardt, in New York on Nov. 1.

WALTER W. HOLT, formerly with Dancer-Fitzgerald-Sample, New York, as an account executive, has joined the Duane Jones Co., New York, in the same capacity.

152-162 mc Hearing

ORAL ARGUMENT will be held Oct. 16 on a slightly revised version of FCC's July 12 proposal covering allocation of specific frequencies in the 152-162 mc band to non-government fixed and mobile services [BROADCASTING, July 15], the Commission announced last week. Briefs should be filed by Oct. 14. Participants will be limited to 30 minutes each; data requiring more time for presentation should be presented in writing for the record.

AS A SIGN of the "good neighbor" policy, the Standard Oil Co. of Puerto Rico hailed the inauguration of Jesus T. Pinero as Governor of the West Indies isle by placing ads in Puerto Rican newspapers and featuring the news of the Governor's inaugural on the four daily broadcasts of the Esso Reporter on WNEL San Juan.

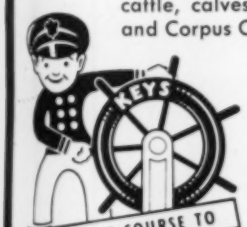
LOOK
What You're MISSING
Better look down, Mr. Time Buyer—down SOUTH, we mean! You may be missing out on a big opportunity to sell the BILLION DOLLAR Mississippi Market. For complete coverage of Mississippi—the South's No. 1 expanding market with retail sales up 140% over the 1939 average—look to The 'Ole Miss Stations. With all these stations on your schedule—you can't MISS Mississippi!
THE 'OLE MISS STATIONS
WAML...Laurel
WCBI....Columbus
WCOC...Meridian
WELO....Tupelo
WFOR...Hattiesburg
WGCM...Gulfport
WGRM...Greenwood
WJDX...Jackson
WJPR....Greenville
WJXN...Jackson
WLAU...Laurel
WMIS....Natchez
WQBC...Vicksburg
WROX...Clarksdale
WSLI....Jackson
MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

Nueces County produces more cotton per acre than any county in the American belt.

Beef production is a major activity in the Nueces County territory.

The Doorway to a 460 *Million Dollar* Market!

Cotton has always been one of the most important commodities handled at the Port of Corpus Christi, and Corpus is rapidly resuming its pre-war position as one of the four leading cotton ports of the United States—over 5,500,000 bales have been received since 1926. A tenth of the Nation's cattle, calves, sheep, and lambs are produced in the State, and Corpus Christi is a market center flanked by the big range country upon which it can draw for supplies for the meat industry. Yes, Cotton and Cattle bring in money—but they're only TWO of the money-making industries down here. Reach this $460,000,000 market through KEYS—your CBS outlet, with local listening loyalty!



YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET

250 WATTS
1490 KC

COLUMBIA ★ BROADCASTING ★ SYSTEM

KEYS

AFFILIATED WITH
TAYLOR HOWE SNOWDEN
Radio Station Representatives

Corpus Christi, Texas

This Is
WEST TEXAS
Radio Families:

1940	1946
77,279	98,280

Served by the West Texas Network—

KRBC *Abilene* 61.1%

KBST *Big Spring* 57.0%

KGKL *San Angelo* 62.0%

All day average of Listening Homes distribution. (Robert S. Conlan & Associates.)

Affiliated with
ABC MBS TSN

Represented by
JOHN E. PEARSON CO.

SPONSORS

R. G. TERRY, after service with the Navy, has been appointed manager, New York divisional office, Pepsodent Division, Lever Bros. Co.

PIC MAGAZINE, New York, a Street & Smith Publication, Sept. 20 for approximately a month, started a circulation campaign using live spot announcements on WFBL and WOLF Syracuse. Business placed direct.

THE ZIP Co., Chicago (carbonated beverage), has appointed Kalom Co., that city, as agency. Immediate advertising plans include use of spots scheduled to reach all listeners in the state. Future plans embrace national distribution and promotion.

LADY ESTHER, Toronto (cosmetics), has appointed Baker Adv., Toronto, to handle Canadian advertising. Plans are underway for a new Canadian campaign.

ELMO SALES Corp., Philadelphia (cosmetics), has appointed Seberhagen Inc., that city, as agency.

THE BANKERS LIFE AND CASUALTY Insurance Co., Chicago, has appointed H. M. Gross Co., that city, to handle advertising.

THE HOWE Co., Stony Creek, Conn., (paint brush cleaner) has appointed Wilson, Haight & Welch, Hartford, as advertising counsel.

GROVE Labs., St. Louis (cold tablets), Nov. 4 starts thrice-weekly quarter-hour "Call of the Plains" on six CBS California stations. Contract is for 52 weeks. Agency is Duane Jones Co., New York.

TUCKER Corp., Chicago (autos), has appointed Russell, Tripp & Neuwerth, that city, as public relations counsel. Several agencies, including Henry A. Loudon Inc., New York, have handled advertising account. No agency will be named for time being.

SHALI-MART Inc., Mecca, Calif. (Garden of the Setting Sun packaged dates); Betty Lee Lamp Co., Los Angeles (lamps, shades) and Hull Hotels Inc., Hollywood (chain), have appointed Swift, Bull & McCreery Adv., Hollywood, to handle advertising. Radio will be used prominently in campaigns by all three accounts.

ANDREW STONE ENTERPRISES, New York, has appointed Buchanan & Co., New York, to handle advertising of its newest picture, "A Ticklish Spot," starring Eddie Bracken and Priscilla Lane, which will be released through United Artists. Radio is expected to be used.

JAMES RICHARDSON & Son, Winnipeg (grain dealers), has started flash announcements on Canada Savings Bond campaign on a number of Canadian stations. Agency is Thornton Purkis Adv., Toronto.

NATIONAL FUR MFG. Co., Toronto (fur coats), has started spot announcement campaign on a number of Canadian stations. Agency is Ardiel Adv., Toronto.

OTTAWA PAINT Co., Ottawa, Ont., has started transcribed half-hour musical program on six Canadian stations. Agency is Phillips-Reick-Fardon, Chicago.

EUGENE F. MOONEY, American Tobacco Co. sales manager in charge of western section, has been named general sales manager with headquarters in New York. He joined organization in 1933 as retail salesman in New England.

QUENTIN D. PIERCE, former general sales manager of Northwestern Yeast Co., Chicago, has been appointed director of sales and advertising for Consolidated Royal Chemical Corp., Chicago. **RICHARD HIRSHFIELD**, son of **JAMES HIRSHFIELD**, Consolidated president, held post temporarily, is returning to school.

NETWORK ACCOUNTS

New Business

COLE MILLING Co., Chicago, Oct. 5 for 13 weeks started sponsorship of "Smilin' Ed McConnell" on MBS Sat. 10-10:15 a.m. Agency: J. Walter Thompson Co., Chicago.

GALLENKAMP STORES, San Francisco (retail chain), Sept. 29 for 52 weeks started "Patsy Novak" on 12 ABC Pacific stations, Sun. 8:30-9 p.m. (PST). Agency: Bruce Eldridge Adv., San Francisco.

PETER PAUL Inc., Naugatuck, Conn. (gum, candy), Oct. 14 starts "Sam Hayes—News" on 13 ABC western stations, Mon.-Wed.-Fri. 12:30-12:45 p.m. (PST). Agency: Brisacher, Van Norden and Staff, San Francisco.

SAFEWAY STORES, Oakland, Calif. (grocery chain), started "Tennessee Jed" Sept. 30 on 16 ABC western stations, Mon. through Fri. 4:45-5 p.m. (PST). Agency: J. Walter Thompson Co., San Francisco.

PHILCO CORP. of Canada, Toronto (radio receivers), Oct. 16 starts Bing Crosby program from ABC on 20 CBC Dominion network stations from Montreal to Winnipeg, Wed. 10-10:30 p.m. Agency is Hutchins Adv., Toronto.

RONSON ART METAL WORKS (Canada) Ltd., Toronto (lighters), Oct. 5 started MBS program "Twenty Questions" on 20 CBC Dominion network stations, Sat. 8-8:30 p.m. Agency Cecil & Presbrey, N. Y.

MOLSON'S BREWERY, Montreal (institutional), Oct. 7 started "Radio Concert Canadien" on 10 CBC French network stations, Mon. 9-9:45 p.m. Agency: Cockfield Brown & Co., Montreal.

CANADIAN BREWERIES, Montreal (institutional), Oct. 2 started "Radio Cambins" on 10 CBC French network stations, Wed. 9-10 p.m. Agency: McKim Adv., Montreal.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive products), Oct. 19 starts hockey interviews on 4 CBC French and 26 Trans-Canada network stations, Sat. 6:45-7 p.m. Agency: McConnell Eastman & Co., Toronto.

EVERSHARP (Canada), Toronto (pens and pencils), Oct. 6 started "Take It Or Leave It" on 28 CBC Dominion network stations, Sun. 10-10:30 p.m. Agency: Blow Co., N. Y.

STANDARD BRANDS, Toronto, (Tenderleaf tea), Oct. 6 started Fred Allen on 34 CBC Dominion network stations, Sun. 8:30-9 p.m. Agency: J. Walter Thompson Co., Montreal.

LEVER BROS., Toronto (soaps), Sept. 30 started "Coeur Atout" on 9 CBC French network stations, Mon. through Fri. 6:45-7 p.m. Agency: J. Walter Thompson Co., Toronto.

Renewal Accounts

SOUTHERN COTTON OIL Co., New Orleans (Snowdrift, Wesson oil), Oct. 17 renews for 52 weeks "Noah Webster Says," Thurs. 9:30-10 p.m. (PST) on 8 NBC Pacific stations. Agency: Fitzgerald Adv., New Orleans.

IMPERIAL TOBACCO Co., Montreal (Sweet Caps cigarettes), Oct. 4 renewed to June 27 "Light Up and Listen" on 36 CBC Dominion network stations, Fri. 9-9:30 p.m. Agency: Whitehall Broadcasting, Montreal.

CANADIAN IRONIZED YEAST Co., Windsor, Ont. (yeast), Oct. 1 renewed for one year "Big Town" on 24 Trans-Canada network stations, Tues. 8-8:30 p.m., with repeat to Mountain and Pacific regions 11:30-12 p.m. Agency: Pedlar & Ryan, N. Y.

Net Changes

MILES LABS., Toronto (Alka-Seltzer), Oct. 5 changed "National Barn Dance" for "Roy Rogers Show" on 26 CBC Dominion network stations, Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

CAMPBELL SOUP Co., New Toronto, Ont., Oct. 6 changed "Corliss Archer" for Hildegrade on 30 CBC Dominion network stations, Sun. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

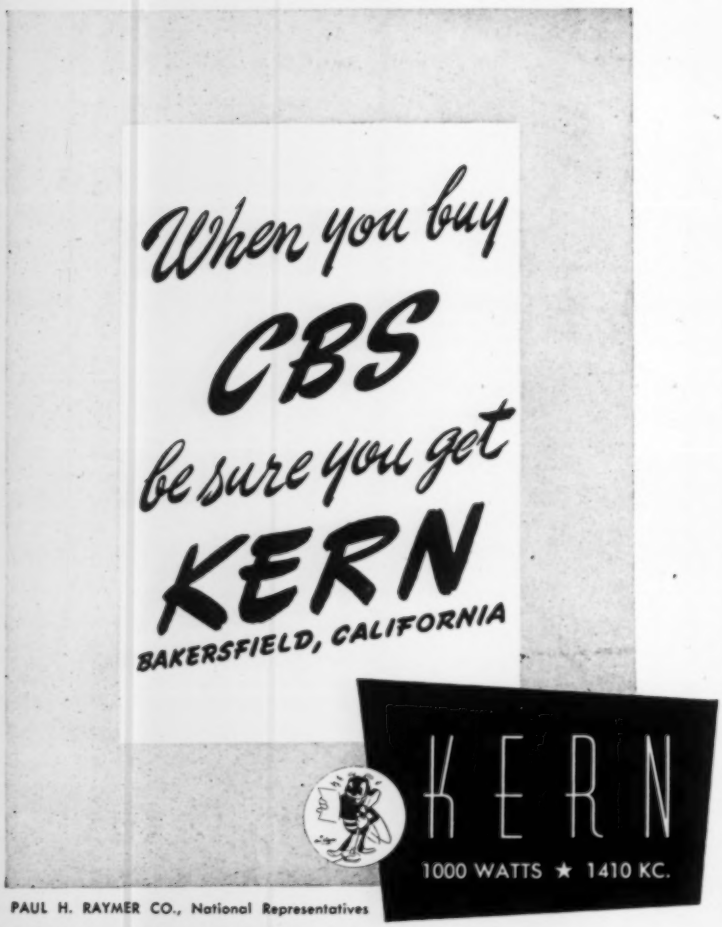
McCOLL FRONTENAC Co., Montreal (oil and gasoline), Sept. 29 changed "Texaco Star Theatre" for "Eddie Bracken Show" on 32 CBC Dominion network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

WESSON OIL & SNOWDRIFT SALES Co., New Orleans, Oct. 7 switched time of the "Try and Find Me" program on ABC from 4:15-4:30 p.m. to 3:30-3:45 p.m., Monday through Friday. Agency is Kenyon & Eckhardt, New York.

ABC Films Convention

ABC filmed the five-day American Legion Convention in San Francisco last week under exclusive arrangements for telecasting on WABD WBKB WPTZ WTTG.

"You shouldn't try to fool all the WFDF Flint listeners all of the time—only a majority is necessary."



Visit our display in Exhibition Hall—4th Floor and our Suite 852-854, Palmer House

THERE will be plenty to see and hear about *new* Western Electric equipment for Broadcasting . . . *new* FM Transmitters . . . *new* Clover-Leaf Antenna for FM . . . *new* high quality Loudspeakers . . . *new* Speech Input Consoles . . . *new* Turntable . . . *new* Reproducer Group.

If you just can't get to Chicago for the NAB Convention, get the story on *new* Western Electric equipment from your local Graybar Broadcast Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

Distributed by Graybar — Offices in 95 Principal Cities

—QUALITY COUNTS—

WRRF

IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT

A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increase year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

FORJOE & CO.
National Radio Representatives
NEW YORK • CHICAGO
LOS ANGELES

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

PROGRAMS

TAKING listeners "Behind the Counter," KFOX Long Beach, Calif., has developed new community service feature on which Keith Jones, director of distributive education at Long Beach City College, moderates discussions of store problems, customer relations and any topic of mutual interest to consumers and retail executives. Participants are junior executives of local retail firms who gather for their weekly breakfast meeting.

Football Forum

FOOTBALL coaches and game officials from Stark County high schools compose panel for weekly sports discussion program on WHBC Canton, Ohio, titled "Coaches' Round Table." Authorities discuss football and answer questions submitted by listeners. Jim Muzzy, WHBC sports editor, conducts program.

WTOP Talent Hunt

TALENT search in local area has been started by CBS Washington key, WTOP, with advent of new weekly program, "Top Talent." Half-hour feature will use weekly winners as a feed for CBS network show, "Arthur Godfrey's Talent Scouts." WTOP program is aired Sat. 6:30-7 p.m., is conducted by Lawrence Beckerman. Winners also receive auditions at Club Cairo, local night spot.

School Quiz Tournament

VIDEO series in cooperation with the New York City Board of Education, "All New York Junior High School Quiz," has been scheduled for Nov. 7 start on WCBW New York, CBS tele outlet. This is second of series. First series, "There Ought to Be a Law," is now in its second year on WCBW. Forty schools have entered 10-man teams in the series, to be conducted as a tournament with the bracket winners meeting in finals on May 7, 1947. Each team will prepare the questions to be asked of its opposition, not only choosing material but also working out the visualization of the questions. Plans for tournament were drafted last spring by Dr. Elias Lieberman, associate superintendent of schools, and Ben Feiner Jr., acting program director of WCBW.

WOR Talent Scout

SERVING as a soundingboard for professional singers, comedians, musicians, and other variety performers who have not yet attained stardom, WOR New York Oct. 10 started "Scout About Town," Thurs. 10:15-10:30 p.m. The "Scout," who makes the rounds of night clubs, vaudeville stages and theatres, is Hunt Stromberg Jr., son of the Hollywood movie-maker.

Format Changed

FORMAT of "Sunday Evening Party With Hires," 6-6:30 p.m. on ABC, will be changed when new musical group called Tune Toppers and new m.c. join the cast. Phil Davis and his orchestra will continue on program. Show is sponsored by Hires Root Beer Co. through N. W. Ayer & Son, New York.

ABC Switch

ABC Oct. 16 switches Sammy Kaye's "So You Want to Lead a Band" sustaining program from Thurs. 10-10:30 p.m. to Wed. 9-9:30 p.m. Sammy Kaye's orchestra will remain in the Thurs. 10-10:30 p.m. period as a remote pickup.

WSBC News Features

WITH resumption of normal communications to Europe, WSBC Chicago, foreign language station, is presenting special news features from that area on "American Bohemian Hour." Monday and Thursday night show is airing series of spot recordings from Czechoslovakia. Another series of spot recordings are being carried on Italian morning program, made by Luigi Antonini, AFL delegate to Paris Peace Conference. WSBC is searching in Italy for dramas written during the war for winter presentation.

Radio Analysis

TO ANALYZE broadcasting in Canada, Great Britain and the U. S. and evaluate what radio can do to promote international understanding and develop the arts, weekly quarter-hour program titled "Radio 1946" is planned by CBC Trans-Canada network for origination from various sections of the Dominion. Speakers for series of 12 broadcasts include Elmer Davis, U. S. news analyst; Dr. J. S. Thomson, president of U. of Saskatchewan and former CBC chairman; A. W. Trueman, president of U. of Manitoba and former CBC governor; Sir Ernest Barker, British author and member of BBC advisory committee.

WWDC Stresses Safety

THREE outstanding members of Washington, D. C., school patrol are interviewed and given an award each week by WWDC that city on Mike Hunnicutt's program at 7:45 a.m. Mon.-Wed.-Fri. Winners are selected by AAA Safety Board. In connection with Fire Prevention Week, WWDC broadcast reports of all fire alarms through a tie-up with the Fire Marshal's office.

WRNL at Open House

WHEN a long-standing advertiser Jones & Gooding, held open house for 5,000 townsfolk to introduce its new electrical appliance store, WRNL Richmond, Va., built a special show for that evening using services of WRNL artists bureau. Interviews with store owners and home demonstration experts were presented as was Joyce O'Neil, station home economist.

Youth Quizzes Adults

SIX BRIGHT youngsters from 10 to 14 are interviewed and themselves quiz an important adult guest on "These Kids of Ours," Wed. 6:30 p.m. on KOA Denver. Each week a $25 bond is awarded to a child who has distinguished himself. Joint sponsor with KOA is the Denver Post.

Pupils Present Series

MUSICAL programs, dramatic skits and round table discussions will be featured by pupils of all grades of Greensboro, N. C., public schools on new program to be started Oct. 22 by WBIG Greensboro. C. E. Rankin, supervisor of audio and visual education for the school system, will direct programs.

Aviation Weather Report

WTMJ Milwaukee is airing daily synoptic weather report for fliers at 7:35 a.m. daily on "Top of the Morning" program. Report is aired 9 a.m. Sun.

Bowling News

OUTSTANDING bowling events are broadcast on new WXYZ Detroit program. "The Tenth Frame," Sun. 11:30 p.m. Fred Wolf, bowling commentator, covers events by wire recorder.

21 YEARS
SERVING CHATTANOOGA
WITH CBS

WDOD
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

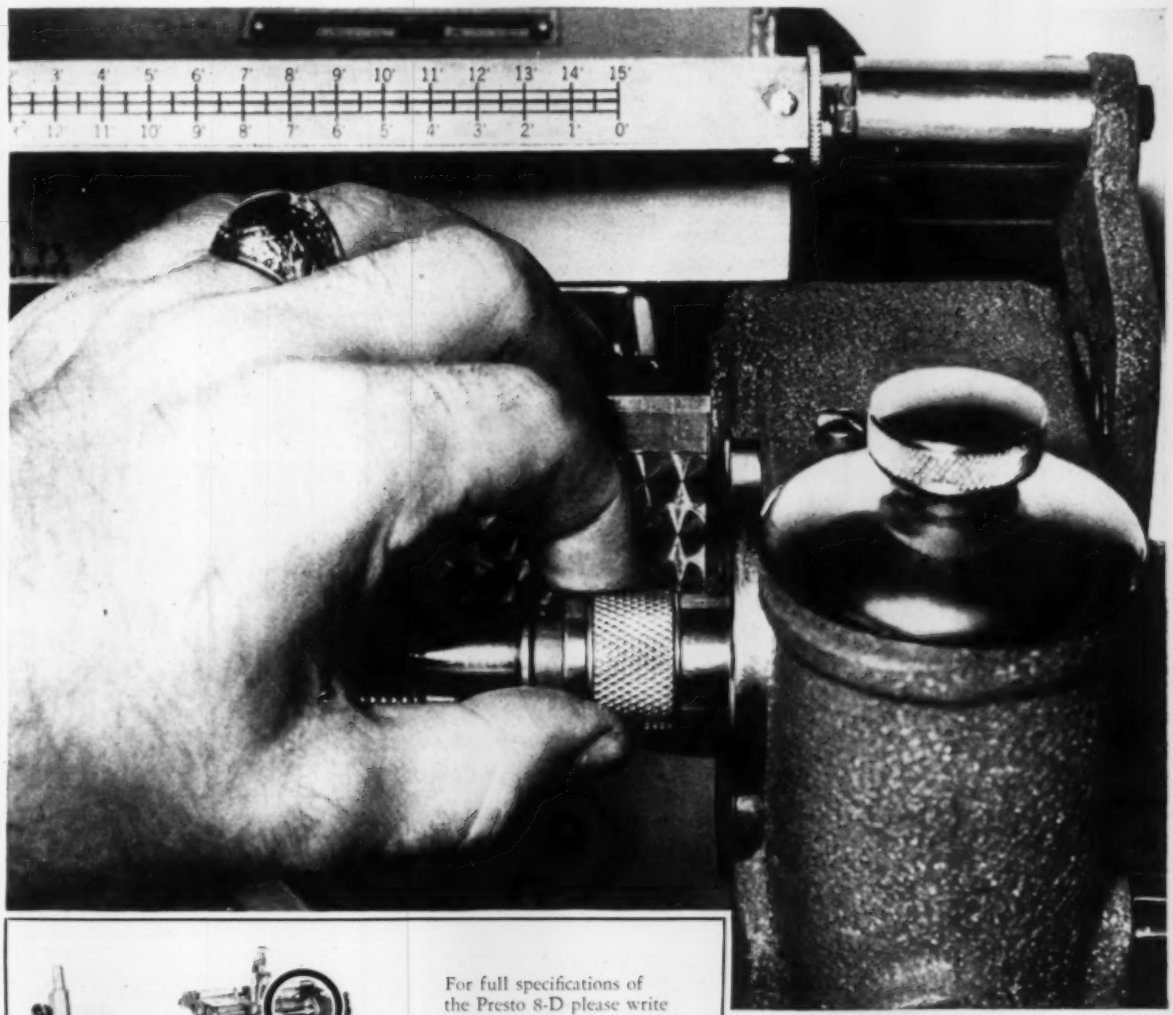
The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC

M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

change pitch and direction almost instantaneously with the improved Presto 8-D Recorder

The Improved Presto 8-D Recorder is equipped with a reversing device for the feed screw. Result: Six feed pitches, inside-out *and* outside-in, using only one feed screw. This feed screw need never be removed from the recorder. Thus, changes in pitch and direction are accomplished within a matter of seconds.

The Presto 8-D Recorder is the easiest and most convenient machine to operate because of the arrangement of its controls and the cantilever overhead which saves lost motion in operation. Its unusually heavy construction assures high fidelity masters and instantaneous recordings.



For full specifications of the Presto 8-D please write Presto Recording Corporation, 242 West 55th Street, New York 19, N.Y. To insure future delivery within a reasonable time, we suggest you place your order now for immediate listing.

PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs, Ltd., in Canada

World's Largest Manufacturer of Instantaneous Sound Recording Equipment

WELL ROUNDED BALANCE

OF STATE AND FEDERAL PAYROLLS, YEAR ROUND FARM INCOME AND MANY YOUNG AND HEALTHY INDUSTRIES

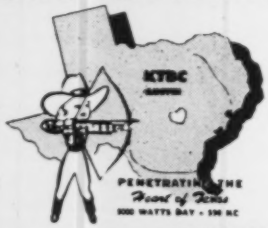
KTBC

THE PUBLIC SERVICE STATION IN AUSTIN, TEXAS

NOW OPERATING ON

5000 WATTS

590 ON YOUR DIAL



REPRESENTED BY

TAYLOR-HOWE-SNOWDEN

BMB Radio Sales CBS

PROMOTION

WILLIS S. (Bill) GRAHAM, released from armed forces, has been appointed publicity director of WSM Nashville. During the war he was correspondent in India and China, writing for Hump Express, CBI Roundup, Yank and U. S. wire services, newspapers and magazines. Previously he had been in the promotion department of the Memphis Commercial Appeal and also free-lance writer.

JOAN STANTON, former publicity director of Jay Thorpe Inc. and before that in the publicity department of Warner Bros., has been appointed magazine editor of MBS press department.

JOE G. HUDGENS, AAF veteran and former commercial manager of KORN Fremont, Neb., has joined the promotion staff of KRNT Des Moines.

IRENE KRIEG, formerly with Free & Peters, New York, has joined the headquarters public relations staff of Westinghouse Radio Stations Inc., Philadelphia. **JUNE BUZZELLI** has rejoined the headquarters advertising staff with first assignment being work in connection with National Radio Week, Nov. 24-30.

HAROLD E. ROLL, director of promotion and publicity for KFAB Lincoln, Neb., is giving lectures on general advertising this fall and winter at Omaha Art Studios.

MARY MILLER has been appointed publicity director of CHOV Pembroke, Ont.

JOHN KENNEY, graduate of the Marquette U. Journalism School, is new addition to the publicity, promotion and public relations department of WTMJ and WTMJ-FM Milwaukee.

BEN Z. KAPLAN, released from the Army, has been named assistant director of the WEAF New York advertising and promotion department, replacing **JACK NEWMAN,** who has been appointed by the War Dept. to be assistant to the director of public information in Korea.

ROBERT J. McANDREWS, NBC Western Division advertising and promotion manager, Oct. 9 discussed "Advertising and Merchandising Principles in Relation to the Individual Merchant" when guest speaker at Retailers Institute, Division of Vocational Education.

CBS Western Review

PROMOTION PIECE titled "Western Panorama" has been prepared by CBS Western Division, presenting a four color map of Washington, Oregon and California on which Columbia's Pacific network stations are indicated. Principal industries of area are illustrated. Eight page booklet with introduction by Donald W. Thornburgh, CBS Western Division vice president, accompanies map. Growth of market and basic data are outlined.

Junior Sportscaster Search

KNAK Salt Lake City has started a state-wide contest to select the top junior sportscaster from among high school students. Candidates will be selected by school assemblies of speech departments, will be heard alternately during coverage of Big Nine Conference of high school football. Public balloting will narrow field and the top winner will be selected by a committee consisting of Ernest M. Hanson, assistant superintendent of Salt Lake City Public Schools, Andy Duncan, sports writer of the Deseret News, and Cliff Owen, KNAK sports director.

Circulation Increases

STATION paper printed by WCCO Minneapolis on the reverse of grocer handbills, WCCO News Parade, Nov. 15 will increase to 60,000 circulation from present 35,000. WCCO has added Gopher State Grocers and Food Guild Stores to group using service. Station weekly prepares two-page tabloid size format of which mats are made and distributed to grocery concerns for use. Store advertisements are placed on inside fold placing news formats on outside to retain newspaper style.

Educational Dinner Meets

BECAUSE of the apparent lack of understanding on the part of consumers concerning FM, WTMJ-FM Milwaukee is conducting a series of educational dinner meetings which stress a better understanding of the new medium. A department store and leading retail outlets for FM sets, including sales clerks and repairmen, are invited to participate in meetings. Pamphlets incorporating FM information will be supplied dealers for distribution with sets. Pamphlet explains how new 50-kw transmitter now being erected by WTMJ-FM will offer better service to area.

Radio Contest Programs

DURING September, when the contest-of-the-month of the Bon Marche Dept. Store, Seattle, was devoted to constructive suggestions for city's radio and press, both KIRO and KOL that city each devoted four weekly programs to subject. KIRO show, "Radio Examines Itself," was aired Wed. 9:45-10 p.m. and the KOL presentation, "Radio Round Table," was heard Mon. 6:15-6:30 p.m. Store awards $1,000 monthly in all year "Your Seattle Contest" which seeks to acquire suggestions from public concerning civic improvements.

Folder by WWL

SURVEY of the public interest activities of WWL New Orleans has been released by the station in promotion folder form. Titled "Power in the Public Good," folder also carries page to illustrate how WWL advertises its advertisers.

Nickel Caddy

RADIO'S RELIABLE RESOURCES, Philadelphia radio personnel agency, is distributing a combination key holder and "nickel caddy." The caddy is a flat plastic gadget holding six nickels ready for quick ejection for telephone, subway, parking meter or other use. The agency asks radio executives to refer job applicants to them for screening.

Eddie Cantor Folder

NEW PROMOTION folder, "Cantor Went Pop-Eyed in Denver," has been distributed by KOA Denver. Idea for the piece was born when Mr. Cantor announced his last program of the 1945-46 season would be broadcast from Denver in recognition of the city's winning top national honors for reducing

(*Continued on page 62*)

HIGH-POWERED MONEY!

The families your advertising reaches in Richmond have the income to translate their buying desires into cash register sales!

WRNL attracts the . . .

MARKET: $276,519,000 is spent annually In Richmond Trading Area's Wholesale Market!

PEOPLE: 959,711 people in Immediate Trade Area, 245,624 people in Metropolitan Area.

FAMILY INCOMES: $746,000,000 in Immediate Trade Area $355,000,000 in Metropolitan Area.

WRNL holds the daytime listening ear . . . the high-powered buying ear . . . in Richmond!

WRNL 5000 WATTS RICHMOND, VA.

NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

EXCLUSIVE COVERAGE OF THE CHAMPLAIN VALLEY AREA!

WCAX BURLINGTON

VERMONT'S ONLY CBS STATION

1000 WATTS • FULL TIME

Survey

(*Continued from page 15*)

Breaking down the myriad results. First among these, and one which has received some notice in print before is Table 1.

Commenting on this table, the editors note: "If a general appraisal question of this sort is taken in its proper context, it can be used to bring out a number of interesting details. It turns out, for instance, that the more a person listens the more likely he or she is to say that radio is doing an 'excellent job'."

Feel Like Criticizing

In order to probe even more deeply into the radio listener's attitudes, pollers asked this question: "Do you ever feel like criticizing when you listen to a radio?" The response: Yes . . . 65%; No . . . 35%.

The editors, acknowledging that this is a general type of question designed to bring out all possible criticism from the respondent, sought yet a further distillate of opinion by measuring the responses against the "time-listened" factor of each person questioned. Results showed that those who listened most more often responded "yes" to the question. Comment the editors "the more people listen, the more likely they are to be annoyed occasionally—to have 'lover's quarrels' with radio, so to speak."

Leading into a chapter on advertising—the area which found listeners most critical of American radio—the authors trace the development of commercial broadcasting. They maintain that the present system of radio is an outgrowth of the economic philosophy of the time in which it was born (the early 20's).

Natural Evolution

They observe, too, that many early operators of broadcast stations employed the facilities to promote sale of commodities or services which they themselves offered the public, and that consequent commercial development came as a natural evolution.

Surveyors found that listeners appeared to have reflected seriously on the subject of radio advertising, as indicated in Table 6 in response to a question of listeners' preference for advertising-supported programs.

This study was cross-analyzed by additional questioning pursuing two lines of inquiry: (1) a request for responses on whether listeners are in *favor* of advertising, *don't mind it, don't like it but will put up with it* or *think it should be taken off the air;* (2) a breakdown showing the relationship between the general attitude question (Table 6) and the question on whether respondents would prefer their radio programs without advertising.

TABLE 1

OVERALL APPRAISAL OF FIVE INSTITUTIONS[1]

	Radio (Percent)	*Churches (Percent)*	*Newspapers (Percent)*	*Schools (Percent)*	*Local government (Percent)*
Excellent	28	25	12	17	7
Good	54	51	56	45	38
Fair	10	12	21	18	29
Poor	1	2	4	5	9
Don't know	7	10	7	15	17
Total	100	100	100	100	100

[1]When the Minnesota Poll conducted by the MINNEAPOLIS STAR JOURNAL asked this identical question of a cross-section of Minnesotans, in the spring of 1946, it found very similar results. Here are the figures showing how the citizens of Minnesota voted:

	Radio (Percent)	*Churches (Percent)*	*Newspapers (Percent)*	*Schools (Percent)*	*Local government (Percent)*
Excellent	25	27	10	16	5
Good	58	52	55	52	49
Fair	12	14	26	18	29
Poor	2	2	5	4	8
No opinion	3	5	4	10	9

TABLE 6

PROPORTION WHO PREFER RADIO WITH OR WITHOUT ADVERTISING

Would prefer programs produced:	*Percent*
With advertising	62
Without advertising	35
No opinion	3
Total	100

The important point is, as stressed by the editors, that about one-third of the listeners are opponents of radio advertising. (The survey shows that about 10% of those interviewed feel that way about advertising in newspapers).

Three main considerations make for "positive approval of radio advertising" on the part of those who do approve, say the pollers. These are: (1) its human interest value, (2) its usefulness and (3) the fact that in general most popular programs are sponsored.

Criticisms of Commercials

What's wrong with these commercials which alienate the devotion of some radio listeners? The surveyers found these answers to that broad question:

(1) Volume and position. There are too many of them, they are too long and they interrupt the program.

(2) Uninteresting content. Commercials are minded less, survey shows, if they contain interesting information or humorous material.

(3) Overselling. Listeners object to strong superlatives, insistent voices, detailed "accumulations of advantages" of a given product.

(4) Violation of taboos. Offense to listener's sense of propriety.

One other "violation" of good advertising tenets is revealed in the survey: this is the "attention-getting" device—sound effect or otherwise—which appeared to offend many of those who object to radio advertising.

Table 12 summarizes the findings on criticisms of radio advertising.

There have been many criticisms, principally from official governmental sources, that radio displays bias in handling news programs. This is gainsaid by the results of the survey. Only 12% of the responents to the Denver poll complained of bias in the news, a far superior record than that established by any other medium.

TABLE 12

CRITICISMS OF RADIO ADVERTISING

Criticism:	*Percent*[1]
Too long	30
Bad taste	13
Too detailed	13
Too much singing	15
Too repetitious	32
Interrupt programs	35
Silly	31
Too many jingles	18
Claim too much for product	33
Too many of them	26
Don't object strongly to any	27

[1]Percentages add to more than 100% because more than one answer per person was possible.

Numerous tabular interpretations of the results of direct questioning about all types of programs are contained in this chapter. They show, very generally, that listeners generally are satisfied with radio's handling of all types of news; that 72% of listeners under 30 like popular music, with the percentage decreasing as the age bracket increases; that daily serials are most enthusiastically heard (41%) by individuals with grammar school educations, with the percentages decreasing as educational background increases; that 46% of the users of radio subscribed to this statement —"I may get the news from the radio, but otherwise I use it only for entertainment"; while 46% also subscribed to this interpretation— "Besides the news and entertainment, I like to listen to some serious or education programs once in awhile."

Conclusions

Thus, from the early analysis of the survey results, the book's authors find that three major conclusions can be drawn:

(1) The American audience presents a complex variety of listener interests.

(2) Advertising is a necessary but nonetheless troublesome economic foundation of broadcasting.

(3) The industry has coped with the vexing net of problems with some success.

There is sufficient evidence to corroborate the statements made before by American broadcasters: that listeners *believe* in American radio, even if in some cases they are critical of it. This is established rather clearly in Table 27.

Who ARE the critics of radio? Dr. Lazarsfeld (he, by the way, is one of them) and his colleagues state: "They come from the people who are likely to be heard and to attract attention beyond the size of the group they represent."

This question was asked as well: "Taking everything into consideration, which one of these do you think did the best job of serving the public during the war—magazines, newspapers, moving pictures or radio broadcasting?"

The answers: radio, 67%; newspapers, 17%; moving pictures, 4%; magazines, 3%.

There seems to be a considerable ignorance among listeners about the role of government in radio, but most of the listeners interviewed had specific ideas about GOVERNMENT CONTROL of radio, as evidenced by Table 29.

Only 17% thought the government "should decide what kind of programs are to be broadcast." Sample for the survey included 3,243. Ninety-one per cent of those interviewed owned radios. Average daytime listening was 2.3 hours. Average evening listening, 2.6 hours.

TABLE 27

ATTITUDES TOWARD FAIRNESS OF RADIO STATIONS, NEWSPAPERS AND MAGAZINES

	Radio stations (Percent)	*Magazines (Percent)*	*Newspapers (Percent)*
Fair	81	45	39
Not fair	8	22	49
Don't know	11	33	12
Total	100	100	100

TABLE 29

PUBLIC OPINION ON GOVERNMENT VS. PRIVATE CONTROL OF FIVE INDUSTRIES

	Coal mines (Percent)	*Banks (Percent)*	*Gas and electric (Percent)*	*Radio stations (Percent)*	*Newspapers (Percent)*
Government	40	33	30	16	10
Private business	47	54	58	70	83
No opinion	13	13	12	14	7
Total	100	100	100	100	100

PROMOTION

(*Continued from page 60*)

traffic fatalities. The folder depicts the comedian on the air, on placards, posters, in window displays and special programs broadcast in honor of the occasion. Twenty-five KOA advertisers donated commercial time to the project.

CBC Digest

A DIGEST of statements made by CBC executives before the Parliamentary Radio Committee at Ottawa has been released in booklet form by the CBC, listing evidence at the hearings under CBC policy, administration and program headings.

KWG Football

CARD simulating a football and bearing local game schedule, has been issued by KWG Stockton, Calif., as sports program promotion. Station is covering 13 local contests.

Resumes News Service

KMBC Kansas City has resumed presentation of special newscasts direct to luncheon sessions of various clubs and organizations with return of club luncheon season.

WAIM Blotter

NUMBER four issue, Vol. 1 of WAIM Anderson, S. C., Flash, listener publication, is accompanied by microphone blotter bearing WAIM identification and promotion.

WTOP Postcards

POSTCARDS are being mailed locally by WTOP Washington to civic and business officials to remind them of important WTOP special interest programs.

WCOP Displays

ILLUSTRATED current news board, topped by a timepiece, is permanent fixture in extensive street window display employed by WCOP Boston. Station has 60-70 ft. of window display fronting on both Boylston and Newbury streets. Other displays are used to promote sponsors' programs and station features. For kickoff Sept. 21 of the William L. Douglas Shoe Co. "Pigskin Previews" on WCOP, station previous day entertained sponsor at luncheon meeting at Algonquin Club. Harold Cabot Agency, which handles shoe account, also was represented.

Radio Spot Booklet

BOOKLET has been prepared by Bendix Home Appliance advertising department for distribution to dealers for Bendix automatic home laundry and which contains wide selection of radio spots and announcements. Introduction explains advantages of radio advertising and how to use spots effectively.

Safety Series Folder

CURRENT mail piece of KLZ Denver is "Traffikwiz," titled after the station's school traffic safety program which it concerns. Piece is being sent to 2,000 civic, educational and business representatives throughout the country.

WING Slogan Contest

FREE trip to the Rose Bowl for two is award for first place winner in WING Dayton, Ohio, football broadcast slogan contest. Station airs U. of Dayton games under sponsorship of White-Allen, local Chevrolet dealer. Slogan contest is being promoted extensively in all media. Winner and companion will be flown to and from game, with tickets on 50-yard line and reservations in Los Angeles Town House.

Pocket Schedules

DISTRIBUTION of 10,000 pocket-size schedules of local high school football games has been made by WHBC Canton, Ohio, in conjunction with Sugardale Provision Co., Canton, which sponsors 19 of the games on that station.

Television Feature

DOUBLE page spread in the Sept. 29 St. Louis Post-Dispatch Pictures, gravure section of that paper, was devoted to promotion of television and the KSD St. Louis television service, now under construction. Television demonstrations will begin in temporary studios within a few weeks.

Program Booklet

SECURITY FIRST NATIONAL BANK, Los Angeles, to promote daily half-hour "Security Symphony" on KMPC Hollywood, is distributing booklets listing daily musical selections for two week period to all branches of the bank in that city and surrounding areas.

WIS Reprint

REPRINT of story sent by WIS Columbia, S. C., to 25 area newspapers is being distributed as promotion material. Story concerns station's forum series, "Your WIS Public Forum," aired Sun. 1:30-2 p.m. Explanatory note by Steve Libby, manager of WIS promotion and publicity, is attached to reprint.

CJOB Folder

CJOB Winnipeg has issued new promotion booklet which includes a brief biography John O. Blick, president and managing director, as well as photographs of production, news, sales, engineering, writing, operation and general office staff people. Station operations and features are outlined.

WGN House Organ

WGN Chicago has released first issue of its new house organ, "WGN Family Letter," prepared under supervision of Bruce Dennis, station publicity director. Printed in mimeograph form, "WGN Family Letter" will keep all station employes fully informed as to policy changes and employe news.

Announcers Introduced

FOLDER titled "WPTF Announcers," introducing and picturing announcers who have returned to the station following war service, has been prepared by WPTF Raleigh, N. C., as promotion material. Folder is being offered to listeners.

WWDC Frying Pans

BOTH large and miniature frying pans, bearing message "What's Cookin' at WWDC," are being distributed to local advertisers by the Washington outlet as opener in teaser campaign to promote as yet unannounced women's feature show slated for morning spot.

News in Sky

NEWS from KVOO Tulsa news bureau was flashed on illuminated panels of the Goodyear blimp, Ranger, when it visited Tulsa during circus and Women's National Amateur Golf Tourney.

Agency Folder

O'BRIEN GOURLEY Ltd., advertising agency, Vancouver, B. C., is distributing folder which reviews value of good public relations in industry.

City Promotion

PROMOTION campaign on behalf of Canton, Ohio, is being conducted by WHBC, of that city, using spot announcements and station breaks, tied in with outstanding points of information about the city.

WAPI Mail Pieces

MAIL pieces on various WAPI Birmingham, Ala., program features are being distributed by the station. Current pieces concern early morning "Time to Shine" show and street interviews "News and Interviews" program.

WEEI Biographies

TITLED "Who's Who at WEEI," feature releases are being prepared by the Boston station as promotion material. Each feature bears circle picture of personality and one-page biography.

ALLIED ARTS

WILLIAM M. RANDOL Jr., former producer of CBS and more recently production manager of Don Lee Broadcasting System, has been appointed vice president and West Coast manager of Commercial Radio Productions, Hollywood. He succeeds **MELVIN VICKLAND** who is on inactive status because of illness.

THE PULSE Inc., New York, Oct. 31 will hold its annual luncheon for the trade press at 12:30 p.m. in the Music Room of the Biltmore Hotel, New York.

JOHN W. HALL, former director of marketing and merchandising division of Douglas T. Sterling Co., New York, management consultant, has joined Research Co. of America, that city, as director of sales management division.

A. J. ROSEBRAUGH has been appointed sales manager of the industrial radio division of Philco Corp., with headquarters in Detroit. He will be in charge of all radio receiver sales to automobile industry and will be assisted by **MARTIN F. SHEA**. Mr. Rosebraugh joined Philco in 1929 as salesman.

R. E. McGUIRE, former manager of the Toronto office of National Broadcast Sales, station representative, has taken over the transcription representation business of National Broadcast Sales and formed his own company to represent and distribute American transcriptions in Canada. Offices temporarily will be in the Canadian Bank of Commerce Building, Toronto. **JACK DAVIDSON** succeeds Mr. McGuire as manager of the Toronto office of National Broadcast Sales.

JOHN H. O'ROURKE has been named radio director for the election campaign of the Liberal Party.

MEL CARLSON, former dean of men at Coe College, Cedar Rapids, Iowa, and research fellow at U. of Southern California, has joined the Los Angeles office of Facts Consolidated, marketing research counselor.

DR. GEORGE W. CRANE, psychologist and author of syndicated newspaper column, is offering transcribed program series to stations, with special preference to those stations either affiliated with a paper or located in cities in which there is a paper carrying column. WGN Chicago is first to sign for program, according to Dr. Crane. Series is being cut by World Broadcasting System, Chicago.

GEORGE E. PROBST, executive secretary of the U. of Chicago Radio Office, also has been appointed secretary of the faculties. He has charge of the "University of Chicago Round Table" and "Human Adventure" programs.

JACK COOMBS, former program director of WMCA and WINS New York, has joined Al Berkman Studios, Philadelphia, as instructor.

NBC RECORDING DIVISION has released new situation comedy, "A House in the Country," for local and regional advertisers. Series consists of 52 half-hour programs.

WYNN WRIGHT Assoc., New York, has signed Eddie Dowling to act as "Story Teller" on new half-hour program to dramatize stories in Esquire Magazine. Wynn Wright Assoc. has arranged with Esquire for rights to stories. Show will be offered as live program.

KPAC

MBS

BMB

ARE YOU GOING TO CHICAGO?

Be Sure To See—

THE FIRST SHOWING of the NEW REL 10 KW FM BROADCAST TRANSMITTER

ON DISPLAY DURING NAB CONVENTION

***4th Floor—Palmer House, Chicago—October 21st thru 23d**

The REL exhibit will also include a Frequency and Modulation Monitor, Speech Input Console, and various new REL items of rack-mounted accessories.

** REL headquarters during the convention—Room 821—Palmer House.*

Broadcasters are welcome.

RELIABLE ENGINEERING LEADERSHIP

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

GREENVILLE, S. C.
...A SHORT DRIVE
TO BUY

for 711,711
PEOPLE

Greenville is the shopping stop for 711,711 people living within a short driving distance of 50 miles. It's the heart of Greenville County—top county in S. C.'s 1945 Retail Sales ($73,645,000*). It's a 100,000 plus market—first on your South Carolina "A" schedule.

WFBC

GREENVILLE, S. C.
NBC 5,000 Watts
LEWIS H. AVERY, Inc.
Most Powerful Station In Western Carolinas
NBC STATION FOR THE GREENVILLE-SPARTANBURG ANDERSON MARKET
*Sales Management Estimates—1945

GREENVILLE
IS A 100,000+
MARKET
1ST IN SOUTH CAROLINA

Peter

(Continued from page 30)

fare minute by minute and decides with a twist of the dial. Naturally, when network affiliations are at stake buying in is the logical course for obvious reasons.

What about John Doe?—Neither "Whit" nor "Jess" took that present station operator off the nervous seat. What can he do to meet the wave of competition welled up in the Commission's back log?

Perhaps it's flippant to say—prepare to compete—but that's the answer. When you run alone the incentive for speed is far less than when your running ability is contested. So John Doe should pay some attention to his running.

Better take a look at the market with a view of what additional stations may mean in overall revenue possibilities; examine, critically, the program schedule to be satisfied that the "balance" is right and each program is worth its salt in listener attention; look to the commercial policy and practice to see that advertisers are receiving full value and not just putting up with present conditions.

When John is satisfied on these points, it will appear that he has the legs or physique to run. But what about stamina? A dash man won't do if the contest is at ten miles.

So John should put his finances in order if he wants to have lasting ability. He will need an adequate program expense budget to do the job there and a careful review of the whole expense setup will be in order because the real stamina required will be in cash reserves. Even profits should be subjected to the economy move.

Oddly enough, if John's house is thus put in order, potential competition will think twice before entering the field against him. He will be demonstrating that he can run fast and show signs of ability to hold the pace.

Survival or Failure

Finally, there is a little matter of history. Recall the Sanders Brothers case? And the issue—insufficient economic support for the survival of two stations in the market? Well the call letters of the existing station in Dubuque which contested the new grant were WKBB and the grantee, over protest, KDTH. WKBB showed a struggle for existence in financial statement submited in the record. KDTH showed substantial cash reserves to survive a development period.

Now, look in your BROADCASTING YEARBOOK under Dubuque, Ia., and observe two stations. Yes—KDTH and WKBB. They both survived. Which brings up the question—what is the border line of economic support which makes for survival or failure?

Flying Antenna Tower

COMPLETE 275-foot tower of WMTW Portland, Me., was flown via American Airlines from Allentown, Pa., to the station in order that it could be on the air in time to broadcast World Series coverage of Mutual.

NATION'S HIGHEST civilian award, the Medal for Merit, is presented Clarence G. Stoll (l), Western Electric Co. president, by Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army. The award, conferred by President Truman, cited Mr. Stoll for "outstanding services" to the U. S., and pointed out that WE "produced more than 30% of all electronics and communications equipment and more than 50% of all radar manufactured in this country during the war."

Goodyear Will Sponsor Nine Football Telecasts

GOODYEAR TIRE & RUBBER Co., Akron, will sponsor a nine-game football television schedule on WNBT New York, NBC video station. Seven of the games will also be carried on W3XWT Washington, D. C., and one will be carried over a television network of three stations, the two mentioned plus WPTZ Philadelphia.

Series will include number of "firsts": The first use of coaxial cable to send a telecast two different directions simultaneously and the first sponsored television to be sent over a three station network as well as first time a local commercial announcement will be cued in during a telecast. On Nov. 9 Army-Notre Dame game will be sent over three station network. On Oct. 12, for Penn-Duke game, a coaxial cable will be split to carry the game north from Baltimore to New York City and Washington, D. C. Schedule was arranged by N. W. Ayer & son, New York.

TWO DECADES of reporting and broadcasting news and sports provide KFEL News Manager JACK FITZPATRICK with the background and judgement to direct the wide activities of KFEL'S seasoned staff of news, sports and special events men

JACK FITZPATRICK

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937
The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

NEW... BEST!

H-f power tube for FM with RING-SEAL CONTACTS

- **Tube can be installed or replaced in a few seconds**
- **Greater area of ring-seal contacts increases h-f circuit efficiency**
- **Superior electrical characteristics include (a) minimum inductance (b) no neutralization required (c) extremely low driving power**
- **A pair of GL-7D21's easily will handle output for a 3-kw FM transmitter**

TRANSMITTER designers will welcome the new GL-7D21, most modern, most *practical* of FM power tubes. Ring-seal contacts—an important General Electric development—mean fast tube installation or replacement (therefore less time off the air) while providing generous terminal-contact areas. . . . Electrically, Type GL-7D21 is equally advanced. There is complete internal shielding of the 4 electrodes, and provision for a r-f ground plane makes possible external shielding as well. . . . The tube is designed with minimum internal inductance. Low grid-to-plate capacitance eliminates need for neutralization. Plate ratings (see right) give the GL-7D21 an output sufficiently large so that a pair will more than meet the needs of a 3-kw FM transmitter—with only 120 w driving power (for 2 tubes) required!... G-E tube engineers will be glad to assist you in applying this modern, compact, highly efficient tube to your latest FM circuit. See your nearest G-E office, or write to the *Electronics Department, General Electric Company, Schenectady 5, New York.*

Sketch shows how easily a GL-7D21 can be plugged in. The concentric ring-seal design provides ample contact-surface for all terminals.

RATINGS OF TYPE GL-7D21

Filament voltage	6.3 v
Filament current	30 amp
Frequency in megacycles at max ratings	110
Type of cooling	forced-air
Max plate ratings, Class C telegraphy:	
voltage	4,000 v
current	1 amp
input	3,000 w
dissipation	1,200 w

GENERAL ELECTRIC

181-27-8850

FIRST AND GREATEST NAME IN ELECTRONICS

Stasheff

(*Continued from page 27*)

the fall when the series begins again.

A tremendous impetus to the utilization of educational television had been given the schools of New York City by a policy adopted by the Board of Education last spring. This was to provide outlets, conduits, and an antenna system for television reception in all school buildings to be constructed hereafter. The receivers themselves will be installed as the schools near completion. However, since construction on the new school building program will barely get under way this fall, and since demonstration receivers, promised to the Committee for testing in schools, cannot be delivered much before Christmas, students will continue to watch the broadcasts in Radio City viewing rooms. It is felt, however, that results of experimental classroom viewing will be more reliably estimated when in their own or similar classrooms, students can receive the programs without the excitement of a trip to Radio City.

Encouraged by the success of these two experiments, the enduring and overwhelming success of *There Ought to Be a Law*, and the preliminary results, hastily gathered from the experimentation with the NBC program *Your World*, the WNYE staff has proceeded with the planning of two additional programs. While both are variations of the quiz format, WNYE staffers insist they are different from each other and from anything on the radio or video air at the moment. One will involve some 60 junior high schools, with "brain trust" teams drawn equally from the 7th, 8th and 9th years. The other, using even younger students, will be a television of the popular WNYE radio series, *Know Your City*, now entering its sixth radio edition. One variation under consideration is to have picked teams of New York City youngsters demonstrate how well they know *their* city, in competition with equivalent teams from other cities who will answer questions concerning *their* respective cities.

Two other indications of growing interest in television among educators have recently made themselves evident. James F. Macandrew, director of WNYE and Coordinator of Broadcasting for the Public Schools, and the present writer, report an increasing number of urgent invitations to address teachers' groups on the subject, from local meetings (Nassau County English Association) to state groups (New Jersey Visual Education Association) and such national meetings as the School Broadcast Conference in Chicago and the TBA convention in New York.

In addition, courses will be given at Teachers College, Columbia University, by Mr. Macandrew and myself in the utilization of Radio Programs, Educational Scriptwriting, and the Production of Educational Broadcasts. To teachers from all over the country, pursuing graduate work at Columbia, we plan to introduce educational television, with a visit to local studios to observe programs in rehearsal, and quite probably, an opportunity to appear in some audience participation shows. Thus, teachers from areas not yet reached by television will begin to think in terms of classroom video even before transmitters arrive to service their areas.

CAAB IS TO MEET OCT. 20 IN CHICAGO

COLUMBIA Affiliates Advisory Board will meet for the third time this year, on Sunday, Oct. 20, on the eve of the NAB Convention, at the Ambassador Hotel, Chicago. Represented will be all of the 153 independently-owned stations affiliated with CBS, and CBS executives.

Attending board members will include: I. R. Lounsberry, WGR Buffalo, chairman; E. E. Hill, WTAG Worcester, Mass., secretary; C. T. Lucy, WRVA Richmond, Va.; Glenn Marshall, WFOY St. Augustine, Fla.; W. Howard Summerville, WWL New Orleans; Frank Eighmey, WTAD Quincy, Ill; Arthur Church, KMBC Kansas City; Ken Brown, KOMA Oklahoma City; Clyde Combs, KARM Fresno, Calif.

CBS executives who plan to attend the meeting are: William S. Paley, board chairman; Frank Stanton, president; Joseph H. Ream, vice president and secretary; Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; Earl H. Gammons, vice president and director of CBS Washington office; Thomas D. Connolly, director of program promotion; J. Kelly Smith, director of station relations; Nathan Halpern, executive assistant; William A. Schudt Jr., Eastern Division manager of station relations department.

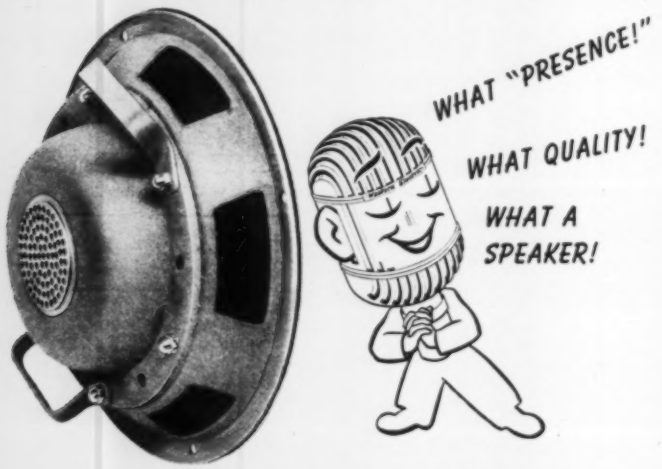
FIRST DISC cut for Philco Corp. transcribed series featuring Bing Crosby is cause for celebration. Program will start Oct. 16 on ABC and other stations. Celebrants are (l to r): Bill Morrow, writer-producer; James H. Carmine, Philco Corp. vice president; Everett Crosby, business manager for brother Bing; Hank Booraem, general manager of Hutchins Adv. Inc., Hollywood office.

Fredericks Commercial Manager of New WCNT

WCNT Centralia, Ill., 1 kw daytime on 1210 kc, has now completed its new staff lineup according to Hobart Stephenson, owner and manager.

Pat Fredericks, formerly of WTAX Springfield and WSOY Decatur, is commercial manager; Anne Collins, former public relations director of WDAY Fargo, program director; Jay Giles, of WDWS Champaign, Bert Hall, of WIL St. Louis, and Jim Travis, announcers; and Harry Leckrone, farm advisor.

Hobart Stephenson Jr., formerly of WLDS Jacksonville, is chief engineer; Dwight North, formerly of the Army Radio school, Truax Field, Madison, Wis., is second engineer, and Howard Welty, of WHIZ Zanesville, third engineer.



Western Electric

728B LOUDSPEAKER

No fooling, the first time you hear music and speech delivered by the new 728B you'll find it hard to believe you're listening to *reproduced* sound! New design features, developed by Bell Laboratories, make the 728B ideal for studios where high quality reproduction from a single unit speaker is a "must." For full details—Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

ASK YOUR LOCAL Graybar
BROADCAST REPRESENTATIVE

Worthy of an Engineer's Careful Consideration

BROADCAST AUDIO FACILITIES
by
Langevin

On Display at the NAB Convention
Palmer House, Chicago, October 20 thru 24th
ROOMS 843 AND 844

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
International Building, Washington, D. C.
121 E. Gregory Boulevard, Kansas City, Mo.
Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • DIstrict 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

GARO W. RAY
Consulting Radio Engineer
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465
Instruments and Measurements

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

OUR 18TH YEAR
Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA. 7161
Washington 5, D.C.
1000 No. Seward St. HO. 6321
Hollywood 38, Calif.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
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The Branham Co

McDonald

(*Continued from page 20*)

been strong resistance on the part of the public toward making this change.

Frozen Standards

Another example of frozen standards is offered by the railroad industry. I know of several narrow gauge railroads which ran for many years and rendered inefficient service for the simple reason that the cost of changing to standard gauge was too great. Some engineers say that our railroads would today give faster, safer and more economical service by widening the present gauge. Even if this is true, it would be almost impossible to make a change because of the billions invested in rolling stock at the present standard gauge.

Similarly, if large numbers of low definition television receivers are purchased by the public, there will be a terrific clamor against any attempt to change and improve standards. In other words, the development of color will be stymied by large numbers of low definition black and white receivers in the hands of the public, and the public will bitterly resent any forced loss of investment in receivers geared for today's already obsolete standards.

It is my considered opinion that now, when there are virtually no new television receivers in public hands, the industry should immediately concentrate on the development of full color equipment which will at last give the purchaser a run for his money. There may never again be a time in history when a change in standards can be made with so little confusion and expense.

The economic obstacle to television's progress is one which has been ridiculed, denied, and ignored by specious statements of televisionaries, but it still remains. Nobody to date has come up with an answer to it, and the various attempts in the past to revivify television have all failed because of this factor. Facts are stubborn things and it is a fact that we cannot have large scale television in the home until somebody evolves a plan for financing continuous programs of sufficient quality to induce the public to buy television receivers in large quantities. This new art must be considered as something brand new under the sun, not as a variation of radio.

Economic Obstacle

Television is at once a science, an art form, and a business. As a science its development has been marked by brilliant achievement. Unfortunately, however, the economic or business side of television, and as a result the artistic side as well, have been sadly neglected. Because it is possible to send pictures through the air by radio waves, there has been an overwhelming tendency to think of television as just another form of radio, and to assume that its problems are identical with those of radio.

This misconception of television's problems has caused the same confusion that would result if the airplane industry tried to run its business like the automotive industry because both vehicles are propelled by gasoline engines. As an art form and a business, television has no more similarity to radio than radio has to phonograph records or to the production of Broadway plays. Had the same type of misconception prevailed continuously in the motion picture business, we would still see movies only in nickelodeons.

Must Pay Its Way

Television faces the same problem of providing adequate entertainment and of finding some method of paying its way. Visionaries tell us it will be financed in the same manner as radio, and advertising agencies are already establishing elaborate television departments. Unfortunately, the people are forgetting not only the

ALL TOGETHER for first time in four years are station managers of McClatchy Broadcasting Co. Huddling to prepare collective and individual sales stories of their stations are (standing l to r): Leo Ricketts, manager KFBK Sacramento; Howard Bailey, manager KWG Stockton; Keith Collins, manager KMJ Fresno; (seated l to r): Hugh Kees, manager KOH Reno; Hal Brown, manager KERN Bakersfield.

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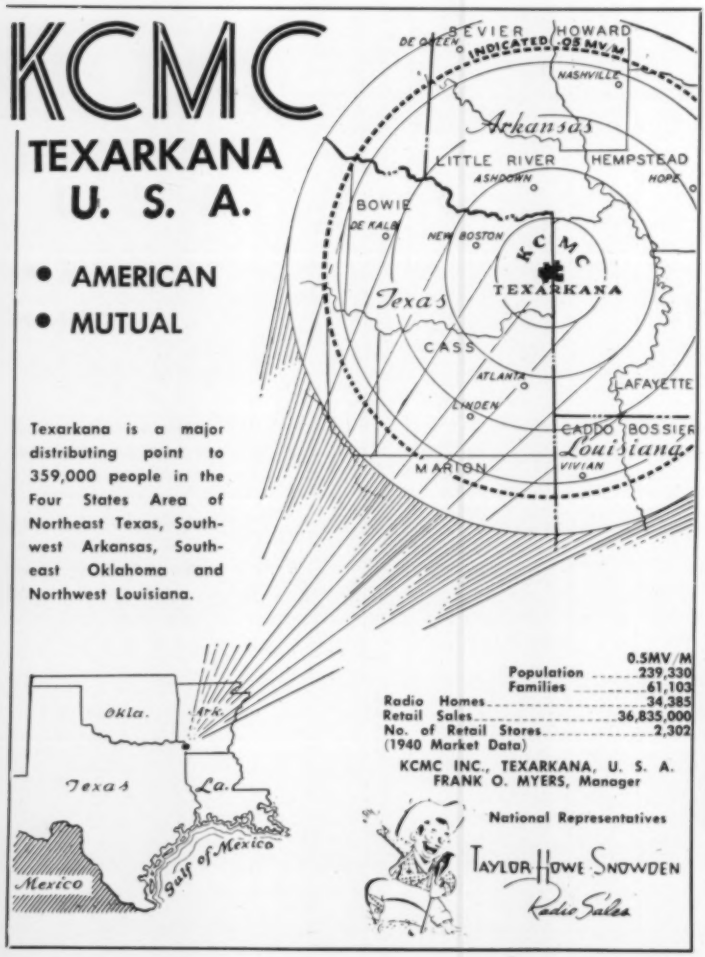

	0.5MV/M
Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	36,835,000
No. of Retail Stores	2,302

(1940 Market Data)

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lesson offered by the early years of motion pictures, but also the prime, basic maxim that each new business must look at its competition. Since television can provide news, education and entertainment in the home, it will compete with not only radio but newspapers, magazines, motion pictures and the legitimate stage.

Here are some significant figures:

There is no way of determining accurately the number of people who listen to radio every day, but it seems conservative to estimate the audience as at least 100,000,000 people. Radio is supported entirely by advertising, at a cost to advertisers of about $400,000,000 per year.

Magazines, weekly and monthly, have a circulation of about 174,000,000, and account for about $450,000,000 of the nation's annual advertising bill. In addition, the public pays $310,000,000 a year to purchase magazines to make the total cost about $760,000,000.

Daily newspapers have a circulation of about 48,000,000; Sunday newspapers, about 40,000,000. Cost to advertisers who use these papers is about $660,000,000 a year and the public spends $766,000,000 a year to buy these papers for a total of $1,400,000,000.

Movies have a total of 4,940,000,000 paid admissions per year, for which they collect $1,500,000,000.

In spite of their large advertising revenue, newspapers and magazines require income from their circulation in order to operate as businesses. Radio is the only large-scale purveyor of news and entertainment that has been able to exist solely from the sale of advertising. The advertiser pays for everything that goes out over the air, including Presidential speeches, public service programs, sustaining programs, etc., because advertising is radio's only source of income.

No Movie Advertising

On the other hand, some publications have prospered entirely or largely from their circulation revenue, with little or no income from advertising. The movies are doing nicely without any advertising revenue at all; their box-office income is nearly four times what the advertisers spend for radio, although their daily audience is only a fraction of radio's.

Producing television entertainment of the kind that will gain and hold a mass audience is going to be very costly. We can discount in advance the features about which we hear the most, namely, spot news, sports events, etc. All will be helpful, but their mass appeal for long hours each day will be strictly limited. All of our motion picture companies combined, with cameramen all over the world, produce only about two hours of newsreel a week, without sound, and this is cut to one hour when shown in special newsreel theatres.

A fight or two a week, with an occasional wrestling match thrown in, is about all that the average person will care to watch. Football, baseball and other sports lend themselves only moderately well to television, and even if available in sufficient quantity could not hold an audience indefinitely.

Preference polls without end have shown that people want drama to come by television, that they would like to see new movies and plays, that they expect to receive entertainment at least comparable to the movies in audience appeal. That immediately throws television into competition with movies, and there is nothing to indicate that good television production can be done even as cheaply as good movie production.

No Re-takes

Television is a one-shot proposition so far as the particular station or network is concerned; rehearsals must be repeated until the production is perfect. The actors can't huddle in front of a mike and read script as they do in radio, nor can there be re-takes of bungled scenes as with the movies. And, to draw an audience remotely comparable to radio's, the entire production must be so outstanding that a majority of the public will forego bridge, gossip, love-making, work or reading to watch it. And this pace must be maintained for many hours each day.

Most Americans go to the movies about once a week, sit through a three-hour show, and spend on the average a trifle more than 30 cents for each admission. At 10 or 11 cents an hour, movies provide very inexpensive entertainment. However, the cost to the movie industry of providing this entertainment runs into box-car figures. The average cost of producing feature pictures is about $370,000 per hour. The movies have been severely criticized for extravagance, but it is an established fact that a sure way to make a picture

(*Continued on page 70*)

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EVERETT L. DILLARD
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ELIZABETH WHITEHEAD
Station Director
Pioneer FM Station in the Kansas City Area
Ask for Rate Card 3

McDonald

(*Continued from page 69*)

flop is to trim its production costs. With few exceptions over the years, the most profitable and popular pictures have been those that cost the most to produce.

Legitimate stage productions show lower costs than do movies, and the public pays a higher admission fee to see them, but an average of four out of five stage plays fail. Including the productions that are produced very economically, the average cost of putting a play on the stage for opening night is about $50,000, which means that $250,000 is spent on production for every successful play that is launched. In the legitimate theatre, as in the movies, the producer must spend real money to be reasonably sure of success. It is no accident that many outstanding successes are elaborate productions with the necessary high cost calculated in advance to prevent failure.

Compete With Movies

Since television will be competing with the movies as a means of mass visual entertainment, there is no reason to believe that its production costs can be lower than movies. In fact, if there is a man or woman living who can provide such entertainment at a substantially lower price, he need not wait upon television's development; Hollywood is looking for him eagerly.

And there is one more illuminating comparison between radio and the movies. The motion picture entertainment on which the public spends one and one-half billion dollars a year is ridiculously small in quantity when measured against radio's insatiable appetite. The entire production of new motion pictures averages only about two hours of new film per day, enough to fill the hours from 7 to 9 p. m. on one television network. Radio's four major networks alone produce sixty-four hours of new entertainment each day. The public pays five times as much for two hours of new movie entertainment as the advertiser pays for more than sixty-four hours of new radio entertainment.

Television enthusiasts talk in terms of five or more stations per city. If there were five stations in one city, the cost of providing each with four hours of daily entertainment produced to motion picture standards would be two billion seven hundred million dollars per year. This is more than American business spends on every form of advertising combined, from direct mail and billboards to radio, newspapers and magazines.

Shackled by Friends

Television has been shackled too long by unwise friends and promoters who refuse to think their economic problem through. It could become a reality very soon if the industry would only realize that the advertiser can never pay for adequate television, that even if there were a television receiver in every home in the United States the enormous program production costs would make a duplication of radio's commercial pattern economically impossible. On the other hand, the public will gladly pay for television programs, just as it pays for movies.

Suppose, for example, that it could enter the home over an ordinary telephone wire, and that at the end of the month, the subscriber were to be billed for the service he had received, much the same way as he now pays for his telephone. He could sit at home and see all of the low-cost events, such as fashion shows, that television now promises, and in addition would have all of the costly features like championship prize fights, new movies, etc.

New movies are not now available for television, but producers would have no hesitation in providing them if they were paid for. Similarly, major sporting events for which radio broadcasting rights already command a high premium could be available for television from the very first on terms that would be fair to the public, to the television producer, and to the producer of the sports event.

Should "wired television" require the use of special wiring, such as coaxial cable from transmitter to receiver, it would lend itself more economically to use in theaters than in homes. However, there are other methods, one of which has already been approved experimentally by FCC, for providing a box office for home users, even with ordinary radio transmission and reception. Transmitters can be equipped with a device that will broadcast an interfering "pig squeal" along with the show, which would spoil reception, or with a scrambling device that will make the broadcast unintelligible. "Squeal erasers" or "unscramblers" that will permit proper reception can be rented to owners of home television sets, thereby providing the necessary box office.

There is nothing wrong with television that money won't cure. And the sooner we can convince televisionaries that the advertisers haven't sufficient money to pay for the type of continuous programs that will be necessary to make the public buy television receivers by the millions, the sooner the industry will start applying its brains to a technical solution to obtain a box office.

When this problem is solved, television will become a great industry, and will have fulfilled its promise of bringing new and better entertainment to the American home.

PEIRRE BOUCHERON (l), manager of WGL Fort Wayne, presents to Hans Schwieger, conductor of the Fort Wayne Philharmonic, recordings made by the station when Mr. Schwieger conducted the NBC Symphonic Orchestra. The Fort Wayne conductor has been chosen to lead the Philharmonic in the NBC *Concert of Nations* series about Jan. 1.

Moore to ABC

RICHARD A. MOORE, after service with the Army, and before that with the law firm of Cravath, Swaine & Wood, New York, has joined the legal department of ABC succeeding C. Clark Stover Jr., who has resigned to accept a partnership in the law firm of Speir & Kerbeck, New York.

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High Power Tube Specialists Exclusively

ACTIONS OF THE FCC

OCTOBER 4 to OCTOBER 10

Decisions . . .

OCTOBER 4

BY COMMISSION EN BANC

AM—1220 kc

R. I. Bcstg. Co., Providence, R. I.—Granted CP for a new station to operate on 1220 kc, 250 w, daytime only, providing applicant conforms with Sec. 3.48 and be subject to the waiver of Secs. 3.55(b) and 3.60 and the approval of transmitter site and antenna system by CAA.

AM—1020 kc

Wm. F. Butt and Paris G. Singer, d/b as The Voice of Thomaston, Thomaston, Ga.—Granted CP for a new station* to operate on 1020 kc, 250 w, daytime only.

AM—1400 kc

Alonzo Stanford Dudley, Lake Charles, La.—Granted CP for a new station* to operate on 1400 kc, 250 w, unlimited time.

AM—1240 kc

Gene Burke Brophy, Flagstaff, Ariz.—Granted CP for a new Class IV station* to operate on 1240 kc, 250 w, unlimited time.

AM—1240 kc

Joseph H. Roher and Edythe G. Sweeney, d/b as Pikes Peak Bcstg. Co., Colorado Springs, Col.—Granted CP for a new station* to operate on 1240 kc, 250 w, unlimited time.

AM—1340 kc

Northern Bcstg. Co., Havre, Mont.—Granted CP for a new station* to operate on 1340 kc, 250 w, unlimited time; waiver of Secs. 3.55(b) and 3.60 required.

AM—950 kc

Donald W. Reynolds, Ft. Smith, Ark.—Granted petition to grant without a hearing an application for a new station* to operate on 950 kc, 1 kw, daytime only.

AM—740 kc

Ralph D. Epperson, Mount Airy, N. C.; John T. Cashion and Doris B. Brown, d/b as Wilkes Bcstg. Co., No. Wilkesboro, N. C.—Adopted an order granting petition of John T. Cashion and Doris B. Brown, d/b as Wilkes Bcstg. Co., requesting that application of Ralph D. Epperson be reconsidered and granted without a hearing on the frequency 740 kc instead of 800 kc, and Commission ordered (1) that the application of Ralph D. Epperson be removed from the hearing docket and granted for the frequency 740 kc, 250 w, daytime only, subject to the condition that applicant will within 60 days from date of action, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards; (2) further ordered that the application of Wilkes Bcstg. Co. be removed from the docket and granted without hearing to operate on 810 kc, 1 kw, daytime only, subject to same conditions as listed above for Epperson.

AM—900 kc

E. T. Wright, Orlando, Fla.; Seminole Bcstg. Co., Belle Glade, Fla.—Designated for hearing application for CP for a new station to operate on 900 kc, 250 w, daytime only, in consolidation with application of Seminole Bcstg. Co. for the same frequency with 1 kw, daytime only.

AM—1470 kc

Silver City Crystal Co., Meridan, Conn.; The Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Designated for consolidated hearing application for CP for a new station to operate on 1470 kc, 500 w, unlimited time. DA, with application of The Lewiston-Auburn Bcstg. Corp. for a new station on the same frequency with 5 kw, U. Further ordered that the Lehigh Valley Bcstg. Co., licensee of WSAN Allentown, Pa., be made a party to this proceeding.

Assignment of License

Navarro Bcstg. Assn. (Assignor), J. C. West, Pres., Alto, Inc. (Assignee), Corsicana, Tex.—Denied petition of Alto Inc. (assignee) for reconsideration and grant without a hearing application for voluntary assignment of license of KAND. (Comr. Jett voting to grant.)

AM—1110 kc

WBT Charlotte, N. C.—Granted CP for installation of a booster station at Shelby, N. C., to be operated on 1110 kc, 1 kw, nighttime only, using a DA and synchronized with WBT operating on 1110 kc, 50 kw, unlimited time; waiver of Secs. 3.55(b) and 3.60 required.

AM—1510 kc

San Diego Bcstg. Co., San Diego, Calif.—Removed from hearing docket and granted application for CP for new station to operate on 1510 kc, 5 kw-LS, 1 kw night, unlimited time, using DA.

Assignment of License

KSAM Huntsville, Tex.—Granted consent to voluntary assignment of license of Station KSAM from W. J. Harpole and J. C. Rothwell, d/b as Radio Station KSAM, to J. G. Long for a consideration of $42,500 plus.

Assignment of License

KVOP Plainview, Tex.—Granted consent to voluntary assignment of license of Station KVOP from W. J. Harpole and J. C. Rothwell, a partnership, to W. J. Harpole for a consideration of $21,875 for Rothwell's ¼ interest.

Petition

KGB San Diego, Calif.—Granted petition requesting that its application for an increase in power of KGB, etc. be consolidated for hearing with the Don Lee renewal applications on the issues specified in Commission order of April 3, 1946, with respect to said application.

AM—1400 kc

T. J. Shriner, Hobart, Okla.—Designated for hearing application for new station to operate on 1400 kc, 250 w, unlimited time, ordered that KTOK, KVOP and KSWO be made parties to the proceeding.

Designated Hearing

The Messenger Publishing Co., Athens, Ohio; Grant Street Radio Stations Inc., Pittsburgh, Pa.—Designated for consolidated hearings applications of The Messenger Publishing Co. and Grant Street Radio Stations Inc. for new stations to operate on 730 kc, 1 kw, daytime only, at Athens, Ohio and Pittsburgh, Pa., respectively; and amended order designating for hearing the Grant Street Radio Stations Inc. application to include application of The Messenger Publishing Co. and add issue.

AM—870 kc

Fred H. Whitley, Kannapolis, N. C.; Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—Designated for consolidated hearing applications of Fred H. Whitley and Publix Bcstg. Service of Charlotte Inc. for new stations to operate on 870 kc, 1 kw, daytime only, at Kannapolis, N. C. and Charlotte, N. C., respectively.

Commercial Television

Minnesota Bcstg. Corp., Minneapolis, Minn.—Granted CP for a new station; channel (No. 4), 66-72 mc; visual power 17.9 kw; aural 9.2 kw; antenna 490 feet.

Experimental Television

The St. Louis U., St. Louis, Mo.—Granted CP for new experimental television station; frequencies to be assigned by the Commission's chief engineer. To operate as an experimental television broadcast station in accordance with Secs. 4.101 to 4.184 of the rules; type of emission: A-5 with aural transmission transmitted by multiplex during horizontal pedestal interval.

FM CPs

The following permittees were granted regular CP. (Note: power given is effective radiated power; antenna height given is height above average terrain): **Amarillo Bcstg. Corp., Amarillo, Tex.**—Class B, channel: 101.3 mc (No. 267), 3.2 kw, 420 feet; **Darrell E. Yates, Lufkin, Tex.**—Class B, channel: 92.9 mc (No. 225), 2.9 kw, 395 feet; **Tar Heel Bcstg. System Inc., Washington, N. C.**—Class B, channel: 101.9 mc (No. 270), 29 kw, 400 feet; **Larus & Bro. Co. Inc., Richmond, Va.**—Class B, channel: 97.1 mc (No. 246), 21 kw, 510 feet; **KJBS Broadcasters, a partnership, San Francisco, Calif.**—Class B, channel: 98.5 mc, 35 kw, 650 feet; **The Associated Broadcasters Inc., San Francisco, Calif.**—Class B, channel: 98.1 mc (No. 251), 14 kw.

Conditional Grant

The following application, heretofore designated for hearing, was removed from the docket and given a conditional grant subject to engineering conditions (Comr. Wakefield voting "No"): **North Carolina Bcstg. Co., Greensboro, N. C.**—Class B station. (Permittee is licensee of station WBIG Greensboro.)

(Continued on page 72)

*Subject to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards.

WFMJ SELLS The Rich Mahoning Valley

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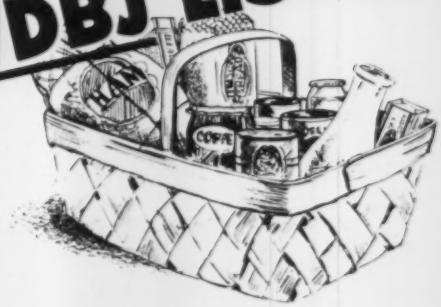

According to Sales Management, $25 of every $100 spent for food in Virginia are spent by the residents of WDBJ's coverage area (Roanoke and most of Southwest Virginia). Our population is 841,700 — exceeds the *combined* urban population of Birmingham, Atlanta, Charleston and Charlotte!

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CBS • 5000 Watts • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

FCC Actions

(Continued from page 71)

Miscellaneous

Capital Bcstg. Co., Greensboro, N. C.—Application for FM station removed from hearing docket and placed in pending files pending outcome of AM proceedings.

Greensboro Bcstg. Co. Inc., Greensboro, N. C.—Application for FM station to be heard in a separate proceeding on multiple ownership issue.

OCTOBER 4

ACTIONS IN DOCKET CASES

AM—1230 kc

Arkansas-Oklahoma Bcstg. Corp., Fort Smith, Ark.—Order making final grant for new station on 1230 kc, 250 w, subject to reaffirmation by CAA of antenna site.

AM—1340 kc

Grand Canyon Bcstg. Co., Flagstaff, Ariz.—Announced final decision granting CP for new station on 1340 kc, 250 w, subject to approval by CAA of antenna site; denial of application of N. Pratt Smith seeking same facilities.

AM—910 kc

Valley Bcstg. Assn. Inc., McAllen, Tex.—Announced final decision granting CP new station on 910 kc, 1 kw, directional antenna, subject to CAA approval of antenna system and transmitter site, and subject to installation of appropriate monitoring equipment as required by Section 3.55(b) when such equipment is available. At same time Commission denied applications of KVAL Brownsville, Tex. to shift to 910 kc with 1 kw directional antenna and application of Howard W. Davis, seeking same facilities as Valley Bcstg. Assn. Inc., McAllen, Tex.

OCTOBER 7

BY COMMISSION EN BANC

Hearing Designated

Andrew Jarema and Frank H. Altdoerffer, tr/as Binghamton Broadcasters, Binghamton, N. Y.—The Commission, on its own motion, ordered that its action of Sept. 30 designating for hearing the application of Binghamton Broadcasters in a consolidated proceeding, be rescinded, and said application removed from the hearing docket; and further ordered that the orders of Sept. 19 designating for hearing in a consolidated proceeding the applications of WBAX and WARM, be amended to exclude said application of Binghamton Broadcasters.

Joint Petition

Coast Ventura Co., Ventura, Calif.; Ventura Broadcasters Inc., Ventura, Calif.—Granted joint petition requesting with respect to the consolidated proceeding in re these applications, that the Commission accept the engineering reports submitted with these applications in lieu of engineering testimony; that the depositions filed by the applicants be accepted and admitted into evidence; that further hearing in this consolidated proceeding now scheduled for Oct. 11 be cancelled, and that a period of 20 days from date of an order closing the record in this proceeding be allowed the parties for submission of proposed findings of fact. The Commission ordered that the engineering reports submitted with these applications are admitted into evidence; that the depositions be accepted and admitted into evidence; that further hearing in this proceeding is cancelled and the record closed, and applicants are allowed 20 days from date of order for submission of proposed findings.

AM—1450 kc

Woodward Bcstg. Co., Woodward, Okla.—Designated for hearing application for a new station to operate on 1450 kc, 250 w, unlimited time, and ordered that the petition of Altus Bcstg. Co. (KWHN) to intervene, be granted, and that KWBW and KGFF be made parties to this proceeding.

AM—1430 kc

Southern Ill. Bcstg. Co. Inc., Centralia, Ill.—Designated for hearing application for a new station to operate on 1430 kc, 1 kw, unlimited time, in a consolidated proceeding with applications of Metropolitan Bcstg. Corp. and Belleville News Democrat, Belleville, Ill., and further ordered that the orders of Sept. 19 designating these latter two applications for consolidated hearing be amended to include Southern Ill. Bcstg. Co. Inc.

AM—680 kc

Foundation Co. of Washington, Philadelphia, Pa.—Designated for hearing application for a new station to operate on 680 kc, with 10 kw, unlimited time, in a consolidated proceeding with applications of Baltimore Bcstg. Corp., WCBM, Tower Realty Co., and Lomar Bcstg. Co.; ordered that the Commission's orders of March 13, May 2 and Sept. 19 designating these latter three for hearing be amended to include the application of Foundation Co., and on its own motion the Commission ordered that the hearing presently scheduled for Oct. 7 on applications of WCBM, et al, be continued to Nov. 5.

OCTOBER 7

ACTIONS ON MOTIONS

BY COMMISSIONER JETT

The Pacific Coast Bcstg. Co. Inc., Pasadena, Calif.—Granted petition for waiver of Sec. 1.387(a) of the rules and accepted petitioner's late appearance in re application for FM station.

I and E Bcstg. Co., Dayton, Ohio; Paul F. Braden, Middletown, Ohio; Radio Ky. Inc., Louisville, Ky.—Granted petition for continuance of hearing on their applications now scheduled for Oct. 30, and continued same to Nov. 1, 1946.

Capitol Bcstg. Corp., Indianapolis, Ind.; Alamance Bcstg. Co., Burlington, N. C.—Granted joint petition requesting advancement of the hearing on their applications for CP from Oct. 18 to Oct. 17.

The Northern Ohio Bcstg. Co., Amherst, Ohio—Granted petition for waiver of Sec. 1.387 of the rules and accepted late appearance in re their application for CP.

Peninsula Newspapers Inc., Palo Alto, Calif.—Granted petition for admission of Adron A. Beene to practice pro hoc vice before the Communications Bar for the purpose of taking depositions in re their application for a new station; granted motion to take depositions in re their application.

Cherokee Bcstg. Corp., Morristown, Tenn.—Granted petition requesting that the hearing upon its application for CP, presently scheduled for hearing on Nov. 25 and 26 at Middlesboro, Ky., in consolidation with application of Middlesboro Bcstg. Co. Inc., Middlesboro, Ky., be held at Morristown, Tenn., and the Middlesboro Bcstg. Co. Inc. hearing be held at Middlesboro, Ky. as scheduled. The Commission ordered that the hearing on Middlesboro Bcstg. Co. application be scheduled for Nov. 25 at Middlesboro, Ky., and the hearing on application of Cherokee Bcstg. Corp. be scheduled for Nov. 26 at Morristown, Tenn.

Unity Corp. Inc., Mansfield, Ohio—Granted petition for leave to amend its application for a new FM station so as to add two members to the board of directors of corporation.

WBTM Danville, Va.—Dismissed as moot petition for continuance of oral argument scheduled for Oct. 2 upon its application for CP, as petitioner was granted leave to amend its application so as to specify a different frequency, and the application was removed from the hearing docket on Sept. 30.

WAVE Inc., Louisville, Ky.—Denied petition for leave to intervene in the hearing on application of Radio Peoria Inc., presently scheduled for hearing on Nov. 1.

Okla. A. & M. College, Stillwater, Okla.—Granted petition for leave to amend its application for CP so as to specify the frequency 840 kc with 10 kw power, daytime only, instead of 760 kc 10 kw, daytime only. The amendment was accepted and application as amended removed from hearing docket.

Democrat Printing Co., Durant, Okla.—The Commission, on its own motion, ordered that the application of Democrat Printing Co., which was designated for consolidated hearing with application of Okla. A & M College be removed from the hearing docket.

WJAR Providence, R. I.—Granted leave to intervene in the hearing on application of The Asher Bcstg. Service Inc. for a new station at Quincy, Mass.

The Patriot Co., Harrisburg, Pa.; Crescent Bcstg. Corp., Shenandoah, Pa.—Granted petition of The Patriot Co. to reopen the record in the consolidated hearing on these applications, and without further hearing the record is reopened for the purpose only of receiving into the record documentary evidence concerning the death of Vance C. McCormick.

Union Bcstg. Co., Monroe, N. C.—Granted petition for leave to amend its application for CP so as to specify the frequency 1060 kc instead of 1010 kc. The amendment was accepted and the Commission, on its own motion, removed said application as amended from the hearing docket.

Albemarle Bcstg. Co., Albemarle, N. C.—The Commission, on its own motion, ordered the application for CP heretofore consolidated with application of Union Bcstg. Co., removed from the hearing docket.

WLOF Orlando, Fla.—Granted petition insofar as it requests reconsideration of the Commission's action of April 26 designating petitioner's application for hearing, and removed said application from hearing docket. Insofar as petition requests a grant without hearing, it is dismissed.

Herman Radner, Dearborn, Mich.—Denied petition requesting that the record heretofore made in the proceeding upon his application, et al, be reopened and made a part of the evidence in the hearing in re applications. Exceptions noted by counsel for petitioner.

Buffalo Bcstg. Corp., Buffalo, N. Y.—The Commission, on its own motion, ordered that the hearing on application for a new FM station, presently scheduled for Oct. 21, be continued without date until further order of the Commission.

Hanford Pub. Co., Hanford, Calif.; Fresno Bcstg. Co., Fresno, Calif.—The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Oct. 31 at Hanford upon application of Hanford Pub. Co., and Nov. 1 at Fresno upon application of Fresno Bcstg. Co.

The Capital Bcstg. Co., Annapolis, Md.—Dismissed petition for reconsideration of the Commission's action designating its application for hearing, as the Commission on Sept. 30 accepted an amendment to application and removed same from hearing docket.

IT'S THE SIMPLE LIFE IN RUGLESS (Ky.)!

Judging by the Spartan name of this Kentucky metropolis, floor coverings aren't the only things that folks do without in Rugless (Ky.). As in thousands of other tiny Kentucky towns, there's not much market for "goods and services". But it's *different* around Louisville. *This city's trading area buys more rugs, and everything else, than all the rest of Kentucky, combined.* WAVE gives you *all* the Louisville Trading Area—without waste, at low rates and with *intense* listenership. Shall we send you the facts?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C. AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Hirsch Battery and Radio Co., Cape Girardeau, Mo.—The Commission, on its own motion, continued without date until further order of the Commission, the hearing on application now scheduled for Oct. 16 at Washington.

Magnolia Bcstg. Co., Magnolia, Ark.; Four States Bcstg. Corp., Texarkana, Ark.—The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Nov. 1 at Washington, D. C.

Theodore Granik, Washington, D. C.; Chesapeake Bcstg. Corp., Washington, D. C.—The Commission, on its own motion, ordered that the consolidated hearing on these applications be scheduled for Nov. 13 at Washington.

BY COMMISSIONER JETT

WJBW New Orleans, La; Louise C. Carlson, New Orleans, La.—Granted petition of WJBW requesting a continuance of hearing now scheduled for Oct. 10 in New Orleans, on these applications, and continued said hearing to Nov. 4 at New Orleans.

WILL Urbana, Ill.—Granted petition requesting Commission to dismiss its intervention in the proceeding upon application of La Crosse Bcstg. Co.

La Crosse Bcstg. Co., La Crosse, Wis.—Granted petition requesting the Commission to strike Issues 1, 3 and 8 in the order of March 27 designating this application for hearing, and the said issues were deleted.

BY COMMISSION

Sandusky Bcstg. Co., Sandusky, Ohio—Granted petition to reopen proceeding for further hearing, to be held at Columbus, Ohio, on Oct. 14, in re petitioner's application and applications of Lake Erie Bcstg. Co. and The Bay Bcstg. Co.

BY COMMISSIONER JETT

Central Conn. Bcstg. Co., New Britain, Conn.—Granted petition insofar as it requests that hearing upon its application and that of Hartford-Times Inc., be held in Hartford, Conn., instead of Washington, and said hearing is transferred from Washington to Hartford, to be held on Oct. 17, the date now scheduled.

OCTOBER 8

BY COMMISSION

WJLS Beckley, W. Va.—Granted CP to increase power of WJLS from 100 w night, 250 w-LS to 500 w night, 1 kw-LS, change transmitter site, install new transmitter and install DA for night-time use; engineering conditions. Comr. Jett voting for hearing.)

BY COMMISSIONER HYDE

KGB San Diego, Calif.—Dismissed petition requesting continuance of hearing on application for CP presently scheduled for Oct. 9 at Washington, D. C.

KGB San Diego, Calif.—Granted petition for leave to amend application for CP so as to specify a modified DA for day and night use, and change paragraphs 21-28 of application to show revised engineering data.

BY COMMISSIONER JETT

Lake Bcstg. Co. Inc., Gary, Ind.; WAML Laurel, Miss.—The Commission, on its own motion, continued the consolidated hearing on these applications now scheduled for Oct. 10 and 11 to October 30.

Paul W. Delehanty, Chester, Pa.; James M. Tisdale, Chester, Pa.; Key Bcstg. Corp., Baltimore, Md.—The Commission ordered that the consolidated hearing on these applications now scheduled for Oct. 7 be continued to Oct. 9.

OCTOBER 7
ACTION IN DOCKET CASES

AM—1340 kc

Daytona Beach Bcstg. Co., Daytona Beach, Fla.—Announced proposed decision toward grant of CP for new station on 1340 kc, 250 w, subject to filing of a modification of permit within 60 days specifying (1) a transmitter site that will meet Commission approval; and (2) complete information in regard to proposed transmitter. The mutually exclusive applications of Roderick T. Pecock, et al, d/b as Daytona Beach Bcstg. Co. and News Journal Corp. for same facilities, are proposed to be denied.

OCTOBER 8
ACTION IN DOCKET CASES

AM—1600 kc

The Commission announces its order (B-261) making final the grants of new stations to operate on the regional frequency 1600 kc, to the following applicants: James F. Hopkins Inc., Ann Arbor, Mich., 1600 kc, 1 kw, unlimited time; Valley Bcstg. Co., Pomona, Calif., 1600 kc, 500 w, unlimited time; United Bcstg. Co. Inc., Montgomery, Ala., 1600 kc, 1 kw, unlimited time; The Gazette Co., Cedar Rapids, Iowa, 1600 kc, 5 kw, unlimited time; Piedmont Carolina Bcstg. Co., Reidsville, N. C., 1600 kc, 500 w night, 1 kw day unlimited.

The application of WWRL Woodside, L. I., to increase power from 250 w to 5 kw, install a new transmitter and change transmitter location and install a directional antenna, operating on 1600 kc, was granted.

The application of Charlotte Bcstg. Co., Charlotte, N. C., to operate on 1600 kc, 1 kw, unlimited time, and application of Four Lakes Broadcasters, Madison, Wis., for 1600 kc, 1 kw, unlimited time are denied.

AM—1490 kc

The Commission announced proposed decision towards denial of application of WGCM Bcstg. Co. and WLOX Bcstg. Co., both seeking new station in Biloxi, Miss., 1490 kc, 250 w.

AM—1220 kc

The Commission announced proposed decision towards grant to WGAR Cleveland for increase from 5 to 50 kw on 1220 kc; and denial application of WADC Tallmadge, Ohio, for shift from 1350 to 1220 kc, increase from 5 to 50 kw.

OCTOBER 10
BY COMMISSION EN BANC

Video—60-66 mc

The Wm. H. Block Co., Indianapolis, Ind.—Granted CP new television station on 60-66 mc (channel 3). (See story page 79.)

Commercial FM

Conditional grants issued to 11 applicants; 18 previous grantees issued full CPs. (List and story on page 82.)

Miscellaneous

The Fort Hamilton Bcstg. Co., Hamilton, Ohio—Granted modification of CP changing authorized Class A to Class B station, subject to engineering approval.

Harold Thomas, Waterbury, Conn.—Dismissed without prejudice application for conditional grant of a Class B station.

The Fairfield Bcstg. Co., Danbury, Conn.—Granted petition requesting that application for a new Class B station be designated for hearing to be heard in consolidated proceeding with applications of Yankee Network Inc., et al; ordered that application be designated for consolidated hearing with Yankee Network Inc., et al, and further ordered that the order heretofore issued be amended to include Fairfield application.

Applications . . .

OCTOBER 4

AM—1540 kc

Dale S. Crowley, Washington, D. C.—CP for a new standard broadcast station to be operated on 1540 kc, 1 kw, daytime only.

AM—1490 kc

WHGF Haverhill, Mass.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and for approval of transmitter location.

AM—1490 kc

WHOB Gardner, Mass.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and for approval of transmitter location.

AM—1230 kc

WJOY Burlington, Vt.—License to cover CP (as modified) which authorized a new standard broadcast station.

WJOY Burlington, Vt.—Authority to determine operating power by direct measurement of antenna power.

AM—1050 kc

WKTM Mayfield, Ky.—Modification of CP (as modified which authorized a new standard broadcast station) to change type of transmitter.

WKTM Mayfield, Ky.—License to cover CP (as modified), which authorized a new standard broadcast station and for approval of studio location.

WKTM Mayfield, Ky.—Authority to determine operating power by direct measurement of antenna power.

AM—920 kc

KECK Odessa, Tex.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter location.

AM—1490 kc

WMOA Marietta, Ohio—License to cover CP (as modified) which authorized a new standard broadcast station.

WMOA Marietta, Ohio—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WLAR Athens, Tenn.—Authority to make changes in automatic frequency control unit.

AM—1240 kc

WENC Whiteville, N. C.—License to cover CP (as modified) which authorized a new standard broadcast station.

WENC Whiteville, N. C.—Authority to determine operating power by direct measurement of antenna power.

AM—780 kc

Rutherford County Radio Co., Near Forest City, N. C.—CP for a new standard broadcast station to be operated on 780 kc, 1 kw, daytime only.

AM—1450 kc

WBSR Pensacola, Fla.—License to cover CP which authorized a new standard broadcast station and for approval of studio location.

WBSR Pensacola, Fla.—Authority to determine operating power by direct measurement of antenna power.

AM—800 kc

Biscayne Bcstg. Co. Inc., Miami Beach, Fla.—CP for a new standard broadcast station to be operated on 800 kc, 1 kw, daytime only.

AM—1490 kc

WTNB Birmingham, Ala.—License to cover CP which authorized a new standard broadcast station.

WTNB Birmingham, Ala.—Authority to determine operating power by direct measurement of antenna power.

AM—1320 kc

WAGF Dothan, Ala.—CP to change frequency from 1400 to 1320 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use.

AM—1490 kc

WRLD West Point, Ga.—CP to make changes in transmitting equipment, install new vertical antenna and mount FM antenna on top of AM tower, move transmitter and change studio location.

(*Continued on page 74*)

HERE'S A SOCK FOR WDAY'S "COMPETITION!"

The latest Conlan Survey in the rich Red River Valley proves that WDAY gets *six* listeners (plus) for every *one* listener to "Station B". See the figures below — then write for complete breakdowns!

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.

FREE & PETERS, Inc. *National Representatives*

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

KFRE FRESNO

SELLS MORE *Profitably*

A RODMAN RADIO STATION
KFRE-KRFM *Fresno*
REPRESENTED BY JOHN BLAIR & CO.

FCC Actions

(Continued from page 73)

AM—1230 kc

WFOM Marietta, Ga.—License to cover CP (as modified) which authorized a new standard broadcast station.

WFOM Marietta, Ga.—Authority to determine operating power by direct measurement of antenna power.

AM—860 kc

KWPC Muscatine, Ia.—Modification of CP (which authorized a new standard broadcast station) to change transmitter location and to specify studio location.

AM—1400 kc

Wired Music Inc., Rockford, Ill.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w, unlimited time.

AM—1490 kc

KGKY Scottsbluff, Neb.—License to cover CP which authorized installation of new transmitter.

AM—1050 kc

KVSM San Mateo, Calif.—Authority to determine operating power by direct measurement of antenna power.

KVSM San Mateo, Calif.—License to cover CP which authorized a new standard broadcast station.

AM—800 kc

KJXD Portland, Ore.—Modification of CP (which authorized a new standard broadcast station) to increase power from 250 w to 1 kw, change type of transmitter, for approval of antenna and approval of transmitter and studio locations.

Applications Dismissed:

Merlin H. Smith, tr/as Radio Ft. Wayne, Ft. Wayne, Ind.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w, unlimited time. (Request of attorney.)

Applications Tendered for Filing:

AM—1450 kc

Endicott Bcstg. Corp., Endicott, N. Y.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w, unlimited time.

AM—830 kc

Abe Lapides, Pontiac, Mich.—CP for a new standard broadcast station to be operated on 830 kc, 1 kw and daytime only.

AM—1340 kc

The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—CP for a new standard broadcast station to be operated on 1340 kc, 250 w, unlimited time.

AM—850 kc

WTNB Birmingham, Ala.—CP to change frequency from 1490 to 850 kc, power from 250 w to 1 kw night and change transmitter location and install 5 kw day, install new transmitter and directional antenna for night use.

AM—1490 kc

Alex B. Craig and Morgan J. Craig, d/b as Craig Bcstg. Co., Chester, S. C.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w, unlimited time.

AM—1190 kc

Trinity Bcstg. Corp., Oak Cliff, Tex.—CP for a new standard broadcast station to be operated on 1190 kc, 1 kw, daytime only.

AM—1020 kc

Family Bcstg. Corp., Minneapolis, Minn.—CP for a new standard broadcast station to be operated on 1020 kc, 10 kw, daytime only.

AM—710 kc

Western Bcstg. Assoc., Modesto, Calif.—CP for a new standard broadcast station to be operated on 710 kc, 1 kw, daytime only.

AM—1190 kc

Frank C. Christl, Mildred Christl and Joseph J. Garafalo, d/b as Huntington Park Bcstg. Co., Huntington Park, Calif.—CP new station to be operated on 1190 kc, 1 kw, daytime only.

OCTOBER 8

AM—1210 kc

Northeast Radio Inc., Lawrence, Mass.—CP for a new standard broadcast station to be operated on 1210 kc, 1 kw, directional antenna and daytime hours of operation.

Modification of CP

WRON Ronceverte, W. Va.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter, approval of antenna, approval of transmitter location and specify studio location.—AMENDED: re change in transmitting equipment.

AM—840 kc

KSPI Stillwater, Okla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and transmitter location and change studio location.

AM—1240 kc

WGCM Gulfport, Miss.—License to cover CP which authorized installation of new transmitter.

AM—1450 kc

WJXN Jackson, Miss.—CP to change frequency from 1490 to 1450 kc. (Contingent upon the grant of WSLI.)

AM—1240 kc

Alabama-Georgia Broadcasters Inc., Eufaula, Ala.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—710 kc

WKRG Mobile, Ala.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

Union-Carolina Bcstg. Co., Union, S. C.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1450 kc

WHSC Hartsville, S. C.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—910 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP for a new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

AM—950 kc

WSPA Spartanburg, S. C.—License to cover CP (as modified) which authorized changes in directional antenna system and increase in power; authority to determine operating power by direct measurement of antenna power.

AM—740 kc

Carteret Bcstg. Co., in or near Morehead City, N. C.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime hours of operation.—AMENDED: to change frequency from 720 to 740 kc.

AM—1150 kc

Burlington-Graham Bcstg. Co., Burlington, N. C.—CP new standard broadcast station to be operated on 1030 kc, 1 kw and daytime hours of operation.—AMENDED: to change frequency from 1030 to 1150 kc.

AM—1410 kc

WEGO Concord, N. C.—License to cover CP which authorized installation of new transmitter.

AM—760 kc

WTNC Tarboro, N. C.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.—AMENDED: to change name of applicant from Tarboro Bcstg. Co., Inc. to Coastal Plains Bcstg. Co., Inc.

AM—1060 kc

WIBV Belleville, Ill.—Modification of CP which authorized a new standard broadcast station to change type of transmitter, for approval of antenna and for approval of transmitter and studio locations.

AM—1400 kc

KMHL Marshall, Minn.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna and to change type of transmitter.

AM—630 kc

Boise Bcstg. Co., Boise, Idaho—CP new standard broadcast station to be operated on 630 kc, 5 kw, directional antenna and unlimited hours of operation.—AMENDED: re changes in directional antenna and change transmitter location.

AM—1400 kc

Raymond M. Becker and Melvin B. Williams, a partnership d/b as Royal Gorge Bcstrs., Canyon City, Col.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.—AMENDED: to change hours of operation from unlimited to daytime only, make changes in antenna and ground system.

AM—910 kc

KLX Oakland, Calif.—CP to increase power from 1 kw to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter and studio locations.

AM—1080 kc

H. M. Williamson and Roy D. Johnson d/b as Modesto Bcstg. Co., Modesto, Calif.—CP for a new standard broadcast station to be operated on 1450 kc, 100 w and unlimited hours of operation.—AMENDED: to change frequency from 1450 to 1080 kc, change power from 100 to 250 w for daytime use only, change hours of operation from unlimited to daytime, change type of transmitter and make changes in antenna.

Applications Tendered for Filing:

AM—680 kc

WRNY Rochester, N. Y.—CP to change power from 250 w to 500 w night and 1 kw day, install new transmitter and change transmitter location, install directional antenna for day and night use and change from daytime to unlimited.

AM—870 kc

Mrs. Carla Burnham Keys, Farmville, Va.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—730 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—CP new standard broadcast station to be operated on 730 kc, 250 w and daytime hours of operation.

AM—1470 kc

WRGA Rome, Ga.—CP to change frequency from 1490 to 1470 kc, power from 250 w to 5 kw, install new transmitter and directional antenna for night use.

AM—1140 kc

KSOO Sioux Falls, S. D.—Consent to transfer of control of licensee from Morton H. Henkin and Ruth J. Henkin, Executors of the Estate of Joseph Henkin, Deceased to Morton H. Henkin and Ruth J. Henkin.

AM—Unselected

Frank Andrews, Modesto, Calif.—CP new standard broadcast station to be operated on 730, 870, 1010 or 1050 kc, power of 250 w and daytime hours of operation.

AM—1240 kc

Border Bcstg. Co., Nogales, Ariz.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—900 kc

E. L. Barr, Elmer Rheingans, Jake Rheingans and Estey H. Walton copartners d/b under the name Radio Sanger Co., Sanger, Calif.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

OCTOBER 8

AM—1010 kc

WINS New York—Voluntary assignment of license and CP to the Crosley Bcstg. Corp.

AM—1010 kc

WINS New York—Special service authorization to operate on 1010 kc, power of 10 kw night and 50 kw day, unlimited time employing directional antenna for day and night for a period of two months.

AM—1390 kc

WFBL Syracuse, N. Y.—CP to install auxiliary transmitter to be operated with power of 1 kw for auxiliary purposes only.

AM—540 kc

Herbert L. Spencer, area of the State of Maryland—CP new developmental broadcast station to be operated on 540 kc or as assigned, 10 w and A3 emission.

AM—1230 kc

WBPZ Lock Haven, Pa.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to change studio location.

AM—1050 kc

KFMJ Tulsa, Okla.—Modification of CP which authorized a new standard

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broadcast station, for approval of antenna, approval of transmitter location and to specify studio location—AMENDED: re changes in antenna, type transmitter and change transmitter and studio location.

AM—1310

WDUK Durham, N. C.—Voluntary assignment of license from W. W. Couch, Jr., Sam H. Campbell, Jr. and W. Hanes Lancaster, Jr. to WDUK, Inc.

AM—900 kc

Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1450 kc

WASK Lafayette, Ind.—Modification of CP which authorized installation of new vertical antenna and change transmitter location, to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1450 kc

KSRV Ontario, Ore.—Modification of CP as modified, which authorized a new standard broadcast station, to extend completion date.

AM—1400 kc

KOKO La Junta, Col.—Transfer of control of licensee corporation from Leonard E. Wilson, Elizabeth M. Wilson, O. C. Samuel and Charles T. Miller to Stanley N. Schultz, B. C. Bulson, L. R. Sanders, James R. Couey, A. G. Mason, R. P. Jones, P. P. Mickelson, H. W. Hinkel, S. W. Azar, E. O. Schoembs, Paul E. Whiteside, D. R. Kennedy, B. H. Shattuck and A. V. Berg through sale of 183 shares of common stock.

Applications Tendered for Filing:

AM—860 kc

Steel City Bcstg. Corp., Homestead, Pa.—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation.

AM—1490 kc

Western Pennsylvania Bcstg. Corp., Pittsburgh, Pa.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1450 kc

J. G. Long, d/b as Eagle Pass Bcstrs., Eagle Pass, Tex.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—820 kc

WFAA Dallas, Tex.—Consent to transfer of control of from George B. Dealey, deceased to Edward M. Dealey, J. M. Moroney, and George Waverly Briggs, trustees.

AM—1340 kc

Radio Bedford Inc., in or near Bedford, Ind.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Bcstg. Corp. of America, Blythe, Calif.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—860 kc

KTRB Modesto, Calif.—CP to change power from 1 kw to 1 kw night, 5 kw day, and install new transmitter, using directional antenna night.

OCTOBER 9

Extension

WSHS Floral Park, N. Y.—Modification of CP which authorized new noncommercial educational station for extension of completion date—AMENDED: to change completion date.

AM—1010 kc

WLOW Norfolk, Va.—Modification of CP which authorized a new station to change frequency from 1590 to 1010 kc, change transmitter and studio location—AMENDED: to change power and hours of operation from 1 kw day to 5 kw unlimited, install DA for night use, change type transmitter and transmitter location.

AM—1270 kc

WLBR Lebanon, Pa.—Modification of CP which authorized a new station, for extension of completion date.

FM

WHPC Harrisburg, Pa.—Modification of CP which authorized a new FM station to specify coverage as 13,810 sq. mi., population as 1,664,538, change transmitter site and make changes in antenna system.

Experimental Video

W8XCT Cincinnati, Ohio—Modification of CP as modified which authorized a new experimental television station for extension of completion date only.

AM—1440 kc

KGNC Amarillo, Tex.—CP to make changes in vertical antenna and mount FM antenna on present AM tower.

AM—580 kc

WGAC Augusta, Ga.—Modification which authorized to change frequency, increase in power, installation of new transmitter, changes in DA for night use and to change transmitter location, for extension of completion date.

AM—580 kc

KALB Alexandria, La.—CP to increase power from 1 kw day and night to 1 kw night and 5 kw day and install new transmitter.

AM—1400 kc

WSAU Wausau, Wis.—Modification of CP which authorized installation of new transmitter for extension of commencement date.

WSBT South Bend, Ind.—Modification of CP as modified which authorized increase in power, installation of new transmitter and changes in DA, to make changes in DA.

FM

KSD-FM St. Louis, Mo.—Modification of CP permit which authorized a new FM station to make changes in antenna system.

Video—66-72 mc

KOB-TV Albuquerque, N. M.—Modification of CP which authorized new commercial television station to change frequency from channel 2, 54-60 mc to channel 4, 66-72 mc, specify ESR as 238, make minor changes in transmitter site, change type of transmitter, studio location and make changes in antenna system.

Experimental Video

W6XPC Pasadena, Calif.—Modification of CP which authorized new experimental television station for extension of completion date.

AM—1250 kc

KGHI Little Rock, Ark.—CP to change frequency from 1230 to 1250 kc, power from 250 w to 500 w night 1 kw day, install new transmitter, DA night.

An All-Time Favorite

PEANUT VENDOR

Published by

EDWARD B. MARKS MUSIC CORP.

* * *

Performance Rights

Licensed Through

BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

FCC Grants Five Applications For 1600 kc; WWRL Power Up

FCC'S VIEWS on the use of 1600 kc, now assigned to only two U. S. stations, were reiterated last week in a decision giving finality to its proposal [BROADCASTING, Aug. 12] granting five applications for new 1600 kc stations and allowing WWRL Woodside, L. I., already on the frequency, to go from 250 w to 5 kc directionalized fulltime.

Engineering testimony, FCC said, "is definitely to the effect that it is impracticable to consider the use of the channel upon the basis of an ideal allocation pattern whereby service might be provided to all sections of the U. S., because under such an arrangement there would result reservations for stations for which there likely would be no demand."

The channel, classified as a regional under NARBA, was found to allow such low coverage that the serviceable nighttime contours of 1600 kc stations "should be carefully protected." FCC said such stations, in the absence of other considerations, should be authorized to operate with 5 kw, the maximum for that class of station.

However, FCC said, "lower power in the range permitted Class III stations is likewise applicable in those areas where such power will provide adequate coverage to the particular city or area sought to be served." (Class III-A stations operate with 1-5 kw; Class III-B with not less than 500 w nor more than 1 kw night and 5 kw day.)

"It should also be noted," the Commission said, "that in substantially all communities of the U. S. there are radio receivers which were not constructed for the reception of broadcast stations operating on the 1600 kc channel."

Because stations operating on the same frequency at the upper end of the band need greater mileage separation, FCC said, "use of directional antennas is highly desirable if not mandatory, and assignment of stations at short distance separations which has been found practicable at lower frequencies should be avoided on 1600 kc."

How much separation would be necessary, the decision added, has not been determined. But it was noted that simultaneous use of 1600 kc by a 1-kw station at Madison, Wis. and a 5-kw outlet at Cedar Rapids, Iowa, 140 miles apart, would result in "severe interference."

The 1600 kc grants, in line with the proposed decision, went to the following (in all cases subject to engineering or other conditions and generally providing for use of directional antennas):

James F. Hopkins Inc. (WJBK), Ann Arbor, Mich., 1 kw fulltime; Valley Broadcasting Co., Pomona, Calif., 500 w fulltime; United Broadcasting Co., Montgomery, Ala., 1 kw fulltime; Gazette Co., Cedar Rapids, 5 kw fulltime; Piedmont-Carolina Broadcasting Co., Reidsville, N. C., 1 kw day and 500 w night (must apply within 60 days for 1 kw fulltime); WWRL, increase power from 250 w to 5 kw, directional day and night.

Denials went to Charlotte (N. C.) Broadcasting Co., whose application for 1600 kc with 1 kw was mutually exclusive with the Reidsville request, and to Four Lakes Broadcasters, Madison, Wis., whose request for a 1-kw operation conflicted with the Cedar Rapids application.

Besides WWRL, the only U. S. station licensed on 1600 kc is WKWF, a 500-w station at Key West, Fla.

INDUSTRY LEADERS CALL THIS A—

"Model"

RADIO STATION

LARGER AUDIENCE THAN ALL OTHERS HEARD IN THIS REGION.

CONLAN REPORTS:

MORNING 59.0%
AFTERNOON 59.6%
NIGHT 50.3%

IN A RICH MARKET:
RETAIL SALES
$115,125,000
BUYING INCOME
$181,865,000

WBOC
RADIO PARK-SALISBURY, MD.

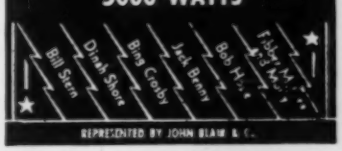
RICHMOND, VIRGINIA, SHOWS AN INCREASE PER FAMILY INCOME OF $2,497 IN 1940 TO $4,605 IN 1944 — APPROXIMATELY 100% GAIN IN 4 YEARS.

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS



REPRESENTED BY JOHN BLAIR & CO.

Hon. Ed Wilhelm
Maxon, Inc.
New York City
Dear Ed:

Goin' up! Yep they're going way up! And I ain't talkin' about the elevators down here in Southern West Virginia. It's the bank clearings in Charleston . . . the first 7 months in 1946 show bank clearings of $171,933,186.00, which is 25 million more than the same period last year. And this is just the beginning! When the folks start satisfying their post-war needs those bank clearing figures will really start going up . . . and you can bet that the thousands of WCHS listeners will know just what brands to buy. They just gotta know.

They hear 'em advertised over WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

WISN
MILWAUKEE

Dominant
SELLING POWER
in the Nation's 12th Market

5000 WATTS

A CBS STATION

G. W. Grignon
General Manager

The KATZ AGENCY, Inc.
National Representatives

TBA Convention

(Continued from page 16)

has been overpublicized. Let's not talk prices until they're set."

Mr. Kobak declared: "Television is big business. It's not a special venture; it's show business—the theatre, education, sports, news—all of which is show business. It needs new ideas, experienced showmen, and open minds. When preparing commercials remember that you're visiting people in their homes."

The Mutual president, said: "This convention starts a new era in television. Television is necessary; so let's have vision by way of television."

On Education

Education will make use of television to the extent that it conceives and develops "new educational procedures directed toward established educational outcomes," Paul F. Douglass, president, American U., told the meeting. "As a medium," he said, "it can reach the lowest levels of literacy, make the most vivid impression. It can be of undreamed-of importance in making democracy work if television broadcasters conceive its purpose as a social instrument and not alone as an advertising medium."

Dr. Frank Kingdon, WOR-Mutual commentator, closed the Thursday morning program with his ideas on "Good Taste in Television Programming."

As featured speaker at the Thursday luncheon, Benjamin Cohen of Chile, associate secretary-general in charge of public information for the United Nations, told the convention that television would provide an "invaluable means" of assisting in carrying out the objectives of the UN's San Francisco charter.

Television Receivers

Four speakers on Thursday afternoon addressed a panel meeting on "Television Receivers."

William Howard, executive of the R. H. Macy Co., New York, speaking from the retailer's point of view, stressed the need for telestations to broadcast daytime programs so that retailers might demonstrate telesets in action.

Test patterns, now the only "programs" available during daytime hours, are inadequate to stimulate customer enthusiasm for television, Mr. Howard said.

Manufacturers must also begin producing attractive cabinet designs, he said. "It's the women who buy everything," he told the panel, "and television hasn't made a good first impression on women."

One question which he said the television industry must answer is: If a customer buys a black and white television receiver, must he throw it away if color becomes the rage?

Dr. George Gallup, director, American Institute of Public Opinion, stressed the need for accurate audience research in television. Televisers, he said, might well avoid the research argument which now besets the radio industry and concentrate on devising means of adequately measuring average audiences.

He said it was his opinion that television would also have to prove that its impact on the buyer was greater than that of any other medium, for at its early stages of development at least it will be unable to reach audiences as large as those reached by other media.

H. Allen Smith, humorist and author of such books as *Low Man On A Totem Pole* and *Rhubarb*, spoke on "I Want A Television Receiver." Mr. Smith, a devotee of sports, had been convinced by looking at his neighbor's teleset, that current programs were of sufficient quality to arouse his buying instincts.

Frank Mansfield, director of sales research, Sylvania Electric Products Co., gave a slide presentation of a market study completed nearly a year ago by his company to assess the merchandising possibilities for telesets. He said Sylvania estimated that by 1951 there would be 4,800,000 sets in use in the U. S.

That management problems in television are going to be more complex than those met by audio broadcasters was apparent in discussions at the Television Station Management Panel conducted Thursday afternoon by Moderator Theodore C. Streibert, president, Bamberger Broadcasting Service (WOR), New York.

Highlighting the discussions in which six experts in the video field participated, were delineation of problems in legal areas, in engineering and in actual program production.

Participating were: Dan D. Halpin ("Job Opportunities in Television"), sales manager, Home Instruments, RCA Victor; Harry Houston, director of personnel, Allen B. Du Mont Labs., speaking on "Where To Find Your Personnel"; James D. McLean ("Equipment Today and Tomorrow"), manager of sales, transmitter division, Electronic Dept., GE; Joseph McDonald ("Legal Problems In Television"), general attorney, ABC; F. J. Bingley, chief television engineer, Philco Corp., speaking on "Relaying Problems in Television"; Helen Rhodes, supervisor of television productions, WRGB Schenectady—"Studio Audiences in Television". Their conclusions, in brief:

Mr. Houston — Television stations should not look to Hollywood for much help in staging television shows; motion picture cameramen, as an example, will not be permitted the luxury of "retakes;" talent should be sought more particularly in the legitimate theatre field, where performers are accustomed to memorizing lines.

Mr. Halpin—Ultimately television should provide three times more jobs than aural broadcasting. RCA will, by Nov. 1, have 1500 dealers prepared to demonstrate video. Cooperative display plans possibly can be worked out with local department or furniture stores furnishing the "props." There will be 300,000 new jobs in television production in the next five years if manufacturers produce 5,000,000 sets.

Mr. McLean—Telecasters can expect marked improvement in cameras as experience is gathered; these improvements will be directed toward developing smaller cameras through production of smaller tubes; studio production in television will undergo marked improvement in equipment, but a continuing use of brilliant lighting; the Image Orthicon and Orthicon, although best suited to outdoor work, are not so acceptable as the Iconoscope in the studio; the new Signal Orthicon is expected to produce better studio results.

Mr. McDonald—Use of literary material, and other published works under copyright, will present new legal problems; salient feature to remember is that what might be permissible for broadcast may not necessarily be in such a domain for telecasting; musical material and its use will be one of knotty problems; ASCAP now permits, through a supplemental agreement with licensees, the use of ASCAP material on television—but with a 30-day cancellation stipulated. The "rider" is limited to "non-dramatic" use. SESAC, associated music publishers and BMI, under present contracts, grant full rights in telecasting to licensees now under contract. States will not precensor television, as they do motion pictures, but they might—under police powers—take punitive action against station "after the fact" if telecasts are held detrimental to the public welfare in one fashion or another.

Mr. Bingley—Greatest area for use of radio relay systems in television of the future probably will be in studio transmitter and studio remote links. Inter-city network links probably will combine land lines and radio relay, with service employed dependent in part on terrain. Quality probably will be better on radio relay than on coaxial.

Miss Rhodes—Certain types of studio productions profit by presence of studio audience—principally "in studio" sporting events, musical programs and the like. Dramatic programs and news shows suffer by presence of studio audience, since continuity is disturbed by extraneous audience sounds.

Television in Education

In the panel on "Television in Education," H. V. Kaltenborn, NBC commentator, as moderator, declared that "science has moved faster than our ability to apply its fruits. Radio and the moving picture have only begun to be used to promote education.

"Educators and televisers should begin now to cooperate to see that television is used effectively to translate constructive ideas to the American Mind."

Dr. William Carr of the National Education Assn. envisioned television taking students on cultural tours of such special events as the United Nations Assembly and presidential inaugurations. He urged the creation of a national commission which would include television and educational leaders to consult on television programming formats.

Prof. Kenneth Bartlett of Syracuse U. urged the television industry to lend its personnel and equipment to schools as far as possible so that both the theory and the practical side of television can be coordinated by colleges and universities. Television, he said, should be included as a part of radio and journalism courses.

Commdr. Bonney M. Powell, USN, spoke on "What Can the Documentary Programs Do for the Student and How Can Television Help?" He said that "once television is installed, a saving can be effected in televising the documentary into

Atlantic's video trade mark

the classroom. For instance, one motion picture print can be piped into thousands of television receiving sets, thus saving on print costs."

Lt. Col. Eric Tebow, U. S. Army Signal Corps, spoke on "Education Through 'How to Do It' Programs."

Educators are asking the video set manufacturers to give some thought to educational models, "either in cheap plywood or metal cabinets or sunk into receptacles in walls so that only the screen and tuning dials are visible . . . and for an intratel system, with one master receiver and three monitors," according to Edward Stasheff, in charge of television development for WNYE, New York City Board of Education FM station.

"Of the broadcasters," Mr. Stasheff stated, "we ask programs sufficiently valuable educationally and sufficiently well correlated with our curriculum to justify the expense of receiver installation."

Program Panel

The fourth Thursday afternoon panel session, dealing with programs and chairmanned by Bob Emery of WABD New York, covered a wide variety of topics. Selma Lee of the William Morris Agency spoke on package video programs, recommending their use to sponsors on the basis that a package show built by a professional showman is apt to be the most efficient, effective and economical way of putting over television sales messages.

Need for complete cooperation between station producer and guest producer to achieve a good video show was stressed by Clark Jones of WRGB Schenectady and Richard Goggins of ABC.

Jock McGregor, WOR New York director who, after 12 years in radio, last summer produced three television programs, complained that in television "too many people get between me and my program." The solution, Mr. McGregor said, might be to put the program on film.

Walter Wade, executive producer of WNBT New York, cited two basic principles for successful video production: Have a good show; make sure that audience sees it.

The television salesman wants the producer to be commercially minded, Ken Farnsworth of ABC declared, to produce sustaining programs with commercial slants that make them easier to sell, to put as much effort into the commercials as on the entertainment part of the programs after they have been sold.

NBC's television promotion begins with the public, including both present and future set owners, Charles P. Hammond, NBC director of advertising and promotion, stated, explaining, "The reason is basic enough—to build television audiences in mass for sponsors to buy."

Advertising Helps

Attempting to capitalize on the primary public interest in programs, he said, "All NBC television promotion to the public talks in terms of NBC television programs *on the air*. I'll wager there are thousands of people who might have been only lukewarm on the subject before who developed a terrific yen to own a receiver after reading NBC's recent advertisement in local newspapers announcing our exclusive coverage of the Louis-Conn fight.

"Such advertising helps the cause generally. Of more direct benefit to NBC, as we see the purpose of our present audience promotion of outstanding NBC television shows, is that we are able to associate NBC and top televiewing in the minds of those who already have sets as well as in the minds of those who *will* own them.

"In our trade advertising," Mr. Hammond continued, "we attempt to sell our station against the competition. Since at this time it is not possible to talk competitive circulation, we use as a talking point the fact that at WNBT the television advertiser has an opportunity to make use of the knowledge and experience of NBC production personnel in his own television efforts, and can save time and money by this means in getting his own experience which will be vital to him in the production of commercial television programs. We can talk this way to the trade because we can point to the consistent quality of NBC program and production efforts to substantiate our claim. Good shows have made it possible for us to do a promotion job."

Actress' Viewpoint

Answering the question, "What does the actress expect of the television producer?" actress Helen Choat declared, "She expects him to know his business. . . . He should know his script, its possibilities and its weaknesses and how he is going to overcome those weaknesses; his cast—their strength, their needs and how he can handle them to get the best results. A man like this is not guessing. When he gives us direction we will have confidence in it. And because we have confidence we will execute it with authority and assurance."

Chief trouble with many of today's video programs is that as an economy measure agency radio directors and producers are doubling in brass and handling television as well, according to Louis A. Sposa, program operations manager of WABD. "There is a limit to what one person can do and because radio is a paying proposition for the agency the director must devote most of his time to the radio show, resulting in a hastily planned and poorly produced television show," he said.

A plea for industrywide cooperation in training the thousands of new people who will be entering television in the next few years and in exchanging program ideas and production techniques for the benefit of all television was advanced by Hoyland Bettinger, television consultant.

"We must set an objective for our industry to produce not less than 750,000 and if possible 1,000,000 television receivers in the calendar year 1947," Ernest H. Vogel, vice president in charge of sales, Farnsworth Television & Radio Corp., declared at the Friday morning general session, with Mr. Austrian, general conference chairman, presiding. "I firmly believe that every receiver that can be produced will find a ready buyer," he added.

No 'Plug-Uglies'

Television cannot afford to tolerate the "plug-uglies" of radio, Leonard F. Cramer, executive vice president, Allen B. Du Mont Labs., stated in a talk that pointed out that after the manufacturer has built a good video set and the dealer installed it properly the job of keeping the public sold on television is up to the advertiser and broadcaster.

"Perhaps the 'beat the drum' type of commercial is necessary in radio if the advertiser is to sell enough of his product to pay for his broadcast," Mr. Cramer said. "Let me go on record here and now that such commercials in television will not be tolerated by the public and must not be permitted by the broadcaster."

From an advertiser's point of view, the best thing that could happen to television would be "a constantly growing audience created by the strong and intelligent promotion of the sale of good television receivers," C. J. Durban, assistant advertising manager, U. S. Rubber Co., told the Friday morning panel session on television commercials presided over by Allen B. Du Mont, president, Allen B. Du Mont Labs.

Pointing out that today's limited audience precludes the hope of any immediate return from the advertiser's video budget and makes it

(*Continued on page 78*)

The Texas Rangers
SELL
MILK*
ON
WGBI
Scranton
* Woodlawn Dairy!
NEW YORK OFFICE
475 Fifth Avenue
An Arthur B. Church Production
HOTEL PICKWICK, KANSAS CITY 6, MO.

KFMB
Sells
SAN DIEGO
New U. S. Census shows San Diego population up 78% over 1940! 465,720 people within 15 miles of our antenna . . . sell them from within with KFBM.
KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

The Winning Time

is the Time You Buy on

BINGHAMTON, N. Y.

•

N.B.C. in the Triple Cities

HEADLEY-REED

National Representatives

Soon!

WLAW will cover **ALL** *NEW ENGLAND* with **50,000** watts

ON 680 KILOCYCLES

. . . already a vital sales influence in Industrial New England. SOON offering blanket coverage of this six-state market. Better check availabilities.

WLAW, Lawrence, Mass.

Basic Station

American Broadcasting Co.

NATIONAL REPRESENTATIVES:

WEED & CO.

TBA Convention

(Continued from page 77)

impossible to justify large expenditures, Mr. Durban stated that "Many commercials both live and film, have suffered because the budget of the advertiser was too limited."

Contrasting live and film commercials, he said that both have their advantages: live is cheaper for one-station use, has timeliness; film permits product demonstrations impossible in the studio, can be used for dealer and customer showings as well as on the air.

Terry Ramsaye of *Motion Picture Herald* gave a showman's view of television and R. M. Gray, advertising manager, Standard Oil Co. of New Jersey, discussed his company's sponsorship of television news programs from prewar days to the present (see story page 18).

About Long Commercials

Television commercials running two to three minutes are "much too long" to be used during an "action-packed football game," Don McClure, television director, N. W. Ayer & Son, stated Friday afternoon during a panel on the preparation of video commercials.

Accordingly, commercials on the Atlantic Refining U. of Pennsylvania football telecasts this fall have been cut to run from one and a half to two minutes, while those for Goodyear Tire & Rubber Co. on the Army game telecasts are even shorter, mostly running a minute. Four Hooper coincidental surveys, two panel surveys and two personal interview studies will be used to check the effectiveness of the video commercials, Mr. McClure said.

Reviewing six years experience with Atlantic video commercials, he reported that in 1940, when the company started telecasting football games in Philadelphia, WPTZ had only an experimental license so "all we were permitted to say was that the televising of the games was made possible through the cooperation of the U. of Pennsylvania, Philco (operator of WPTZ) and Atlantic Refining Co."

In 1941, Mr. McClure continued, "Philco had a commercial license and a studio to boot. We had the world before us and no precedents to follow. We tried station-dealer interviews, puppets, dramatic playlets, quick-sketch artists, blackouts and just straight 'sell'." With more ambitious plans curtailed by wartime pressure, for the next three years live studio commercials were replaced with slides, livened by superimposing film strips over them, such as a still of a refinery backing up a trainload of moving tank cars taking gas and oil to the troops. Oral commercials were used throughout in straight radio style.

But in 1945, Mr. McClure said, the agency recommended that a video trade-mark be established, suggested a puppet character representing all professions within the oil industry, tentatively named him "Sparky Atlantic." Four announcements were worked out for each game telecast—an opening, a commercial at half-time and another at the game's close, and a visual sign-off with Sparky inviting the viewer to tune in again next Saturday. Oral commercials were used between quarters while the camera focussed on the Atlantic field clock and six oral quickies were allotted for time-outs. For the 1946 season the Sparky commercials have been cut to less than two minutes each.

At the same session John R. Allen, television head of Marschalk & Pratt, New York, agency for Standard Oil Co. of New Jersey, sponsor of the *NBC Newsreel* on WNBT New York, described the preparation of filmed video commercials for that company. Films are used, he said, because the immediacy of live studio telecasts is less important to this sponsor than "the ability to show such scenes as moving automobiles, Esso dealers in action at their service stations and places to visit by car."

Six rules for the preparation of film commercials were given by Mr. Allen as follows: "Keep each scene simple and its content large. Narrate only what you show. Create picture continuity that by itself tells your story. Make sure that every picture contains motion. Use superimposed lettering and art work to sell your main points. Make free use of wipes and dissolves."

Gimbel's Experience

David Aarons of Gimbel's, Philadelphia, reported on the sales success of his store with video commercials that are straight and undramatized, that feature items which can be demonstrated effectively. Skits, he said, were tried, found "too unreal, too obscure for selling merchandise." Fashions, depending on color, material and details, fall flat on television; so do furniture, accessories, housewares and other inanimate items; metal and other objects become too hot to handle under studio lights, but "a clever vacuum cleaner is perfect for television."

K. A. L. Foster, William Esty & Co.; Edward Franklin, Newell-Emmett Co., and A. D. Rodner Jr., Commonwealth Edison Co., also participated in this session, which was moderated by Reynold R. Kraft, sales manager, NBC Television Dept.

The Friday afternoon panel sessions included a roundtable of video station managers reporting on the current operating status of their stations, moderated by Dr. O. H. Caldwell, Caldwell-Clements Publishing Co.; a talent-eye view of television from an actor, a dancer, a vocalist, a puppeteer and a master of ceremonies, with Miss Lee as moderator; and a session on video receiver servicing conducted by Lewis Winner, Bryan Davis Publishing Co.

GEORGE W. BOLLING HEADS OWN FIRM

GEORGE W. BOLLING, former vice president and manager of the New York office of John Blair & Co., last week formed his own national representative company, to be known as The Bolling Co. Inc.

Mr. Bolling

Firm has opened offices at 480 Lexington Ave., New York, and 360 N. Michigan Ave., Chicago. A San Francisco office will be opened some time next month.

Mr. Bolling announced that the policy of his new firm would constitute a "distinct departure from the usual practices" of station representatives, but he declined to describe his proposed operation in detail.

Joining Mr. Bolling in the new enterprise was Schuyler Ensell, formerly associated with the John Blair New York office.

Ernest Brooks has been appointed to handle the company's public relations.

Walgreen Adds

FOLLOWING an extended test on WGN Chicago, Walgreen Drug Stores has expanded its sponsorship of *Week-End Reporter* in 34 major markets, through Schwimmer & Scott, Chicago, effective Oct. 12. Agency will provide script and production instructions for each station with transcribed music and interviews with local Walgreen personnel handled locally. Fifty-two week contracts signed for the half-hour variety programs include following stations: KVOA KLRA KGO KFEL WJAX WQAM WSAV WMBD WSBT WGRC KNOE WOOD WJIM KDAL WTCN KXOK KOB WSOC WMFR WHKK WJW WSPD WTMA WIS WMC KFDM KRLD KXYZ KUTA WLVA WISN WFLA.

Retained by KJAM

HOWARD D. JOHNSON and Richard F. Connor, both identified in ownership of KNAK Salt Lake City, have been retained by James A. Wallentine, owner of KJAM Vernal, Utah, to supervise construction and management of the new station. KJAM is to go on air between Nov 1 and 15. While supervising management of KJAM Mr. Connor will continue as general manager of KNAK and likewise Mr. Johnson chief engineer of KNAK while supervising construction and maintenance of new outlet. Lee Walker, Intermountain area radio personality, has been named KJAM resident manager and Clem L. Rawlings Jr., commercial manager.

Two-Way U. S. Policy Urged To Equalize Labor Relations

SATISFACTORY compromise in labor relations are impossible under existing law when unyielding labor leaders refuse to consider sound economic issues and operate on the "right based upon might principle," Richard P. Doherty, director of the NAB Employe-Employer Relations Dept. told the North Carolina Assn. of Broadcasters Friday. The association convened at the Washington Duke Hotel, Durham, for a two-day session.

A. D. Willard Jr., NAB executive vice president, conducted a round-table discussion Friday morning on problems facing broadcasters. He outlined steps taken by NAB in regulatory, legislative, music and other activities along with proposals to strengthen the industry's program structure.

Mr. Doherty said even the President of the United States has failed when labor leaders refused to yield to sound principles. Congress should recognize that collective bargaining is a two-way street by setting up rules applying to both labor and management, he proposed.

Radio's employe-employer relations have been maintained at a comparatively good level, he said, pointing out that its wages and working conditions stand high in American industry.

Since most stations are small employers they are able to maintain good employe relations, the essence of which is human relations, he said, showing how his department is now prepared to help broadcasters in developing better employe relations and in understanding labor trends. He reminded that employe relations should be cultivated in the same manner that sales and operational relations are cultivated.

New officers were to be elected at the two-day session. Old officers were J. Frank Jarman, WDNC Durham, president; Richard A. Dunlea, WMFD Wilmington, vice president; Harold Essex, WSJS Winston-Salem, secretary-treasurer.

Red Skelton Leads In Pacific Hooper

RED SKELTON was first among the first 15 programs listed in the September Pacific program Hooper ratings report released last week, with *Mr. District Attorney* second and *The Whistler* in third place.

The report showed an average evening audience rating of 6.6, an increase of 0.6 from the last report, and a decrease of 0.6 from the rating for the same period in 1945.

The average evening sets-in-use reported were 27.3. This was 2.9 more than the last report and 0.6 less than a year ago. The average evening available homes was 72.8, up 0.6 from the last report and down 1.0 from a year ago.

The first 15 programs listed were: *Red Skelton* 15.8, *Mr. District Attorney* 15.1, *The Whistler* 12.5, *Blondie* 12.4, *Life of Riley* 12.3, *Mr. and Mrs. North* 12.2, *Truth or Consequences* 11.4, *Great Gildersleeve* 11.4, *Frank Morgan* 11.3, *Screen Guild Players* 11.2, *Burns and Allen* 11.1, *Fannie Brice* 11.0, *McGarry and His Mouse* 11.0, *Your Hit Parade* 10.7, *Inner Sanctum* 10.5.

William C. Irwin

WILLIAM CARR IRWIN, 46, vice president of WSOC Charlotte, N. C., died unexpectedly at his home Oct. 6. He had been in declining health for two years. Mr. Irwin, well-known in Chicago, New York, as well as Charlotte radio circles, was born in Knoxville, Tenn. and graduated from U. of Tenn. He was one of WSOC's organizers.

Wm. Block Co. Receives Tele CP in Indianapolis

WILLIAM H. BLOCK Co., Indianapolis department store, received a commercial television grant from FCC last week. The authorization, issued Thursday, was for use of Channel 3 (60-66 mc) with 14.44 kw visual and 7.6 kw aural power and antenna height of 331 feet.

The Block company told FCC it contemplated 26 hours' weekly operation with 40% of program time sustaining. Construction costs were estimated at $230,000, operating costs $49,920 a year and revenue $78,000. The firm also has an FM application pending.

WWDT 50% Sold

WHEN *Detroit News* Television Station WWDT takes to the air between Nov. 15 and Dec. 15, its time will be approximately 50% sold, at regular $250 per hour rate. Accounts include some of best known national advertisers, including several not now using sound broadcasting. J. L. Hudson, said to be city's largest department store, has had order standing for two years sight unseen to be station's first TV sponsor. Sales staff, under direction of Harry Bannister, general manager of WWJ and associated radio operations, has been redoubling sales efforts now that WWDT is about to make debut.

Piggott to Grove

ROBERT J. PIGGOTT, formerly with Needham, Louis & Brorby, BBDO and Hill Blackett Co., has been named advertising manager of Grove Labs., St. Louis.

WINK Ft. Myers Sought by McBride

FCC CONSENT to the sale of WINK Fort Myers, Fla., by Ronald B. Woodyard and Mary Martin to a Cleveland firm headed by Arthur B. McBride, wealthy Ohio cab company owner, for $100,000 was sought in an application reported by the Commission last Thursday. WINK is on 1240 kc, 250 w full-time.

Mr. Woodyard, who owns 97% of the authorized stock of WINK, asserted in the application that he wished to sell his Fort Myers' holdings to devote his time and attention to applications for standard and FM stations in Dayton, Ohio.

In addition to his 22% interest in the Dayton applicant, Mr. Woodyard owns 45% of the stock of WIZE Springfield, Ohio, and has 6½% and 8% interests, respectively, in Elyria-Lorain Broadcasting Co. and Skyway Broadcasting Co., applicants for both standard and FM stations in Elyria and Columbus. Mr. Woodyard also has contingent interests in Orlando Newspapers Inc., which has a conditional FM grant and is applying for a standard station in Orlando, Fla.

Owns Pro Grid Club

Mr. McBride and his son, Arthur B. McBride Jr., own 50% of the authorized stock of United Garage and Service Co., which seeks to purchase WINK, the remaining 50% being held equally by Harry and Daniel Sherby. Mr. McBride Sr., who has interests in cab associations throughout Ohio and is also owner of the Cleveland Browns professional football team, is president of the prospective purchaser. Harry Sherby, vice president of Zone Cab Co., one of Mr. McBride's Cleveland enterprises, is vice president and Daniel Sherby is secretary-treasurer.

CRC Adds 57

COLUMBIA RECORDING Corp., Bridgeport, Conn., Oct. 18 adds 57 stations to its *Columbia Record Shop* transcribed program featurnig Martin Block. Agency is McCann-Erickson, New York.

Hastings on ABC

HASTINGS MFG. Co., Hastings, Mich., Oct. 12 started sponsorship of *I Deal in Crime* on ABC Sat. 8:30-9 p.m. Agency for Hastings is Keeling & Co., Indianapolis.

Claim Settled

CLAIM against The Biow Co., originally filed by Connie Boswell last July has been peacefully settled and the singer will return to the Eversharp (Shick Razor Co.) show *Tonight on Broadway* on CBS starting Oct. 14. Miss Boswell had claimed that the agency owed her fees for appearances on six shows beyond the opening two broadcasts, it was said.

KOIN
We Work Today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

HUNTING FOR MORE BUSINESS IN IDAHO?

KSEI
POCATELLO · IDAHO

audiodisc
Fine transcriptions are recorded on Audiodiscs
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The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
G. I. Training in New York.
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Cover El Paso With... KROD
CBS
National Representatives: Taylor-Howe-Snowden

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now Being Erected by
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Cincinnati
WSAI
A GOOD NATIONAL SPOT!
A Marshall Field Station
Represented by Avery

WMOH
HAMILTON, OHIO
—MBS—
A "SELLING STATION" IN A GROWING CITY—KNOWN IN THE WORLD'S MARKETS
Sells Products or Prestige
WRITE FOR CHOICE AVAILABILITIES
SPOT OR PROGRAM

URUGUAY BROADCASTER HEADS IABA

Directors of newly-formed Asociacion Inter-Americana de Radiodifusion (Inter-American Broadcasting Association) are (l to r): Marco A. Gandasegui, Panama; Goar Mestre, Havana; Lorenzo F. Balerio Sicco, Montevideo (president); Emilio Azcarraga, Mexico City; Eneas Machado de Assis, Sao Paulo, Brazil.

FINAL ORGANIZATION of the Asociacion Inter-Americana de Radiodifusion (Inter-American Broadcasting Assn.) was completed in Mexico City with election of a president and four-man board of directors.

Delegates from 21 countries approved a constitution and by-laws, adopted a Code of Ethics and passed a motion by Emilio Azcarraga, owner of XEW Mexico City, who served as temporary chairman, to bar government-controlled radio organizations from membership.

Lorenzo F. Balerio Sicco, owner of Radio Carve, Montevideo, Uruguay, who conceived the Inter-American association idea, was elected president for a two-year term. Headquarters will be in Montevideo. The president was authorized to name an executive secretary and necessary staff.

Elected to the board of directors were Eneas Machado de Assis, attorney of Sao Paulo, Brazil, who represented the Brazilian Assn. of Broadcasters; Sr. Azcarraga, representing commercial broadcasting in Mexico; Marco A. Gandasegui, president of Cadena Panamena de Radiodifusion, Panama; Goar Mestre, owner of Circuito CMQ Havana, Cuba.

Armstrong Questions Cosgrove's Reason For August Decline in FM Set Output

EDITOR, BROADCASTING:

In your issue of September 23, under the heading "Cosgrove Hits FM Prejudice Charges," Mr. Ray C. Cosgrove, president of the Radio Manufacturers Association, in comparing AM production with FM is quoted as saying that the production of FM sets had dropped from 19,612 in July to 13,892 in August. He is also reported as attributing the August drop in FM output to the change of the FM band from 42-50 megacycles to 88-108 megacycles.

It is unquestionably true that the change in the FM band facilitated the sale of AM receivers to the public and crippled FM production to a far greater extent than any of the past attacks on FM had ever been able to do. However, I believe Mr. Cosgrove is in error when he attributes the drop in the August figures below those of July to the change in the band. There is, I believe, a different explanation. So far as I can ascertain, the production of real FM sets has not declined. The lower figure reported for August was brought about by the withdrawal from the market of a type of poorly designed sort of FM set which had been furnished to the trade during July. The indications are that the trade recognized these sets for what they were and declined to pass them on to their customers.

While the figures show approximately 14,000 sets produced in August, practically all of which I believe to be genuine FM sets, production was in fact better than that. Production of chassis was on the upgrade and thousands of them are in storage awaiting only the arrival of cabinets to pass on to the public.

Without entering into the details of the present controversy, I would merely like to ask a question. Isn't it now perfectly clear that there is something wrong in an industry which in 1935 had disclosed to it an invention that made the dream of all its history come true —radio without static—and has delayed its introduction for nearly ten years? This is so out of line with the history of the spirit of American enterprise that the question answers itself. Something has been wrong and some day it will be clear what it was.

MAJ. EDWIN H. ARMSTRONG.
Sept. 28, 1946.

ACLU Seeks to File Anti-Lea Act Brief

Civil Liberties Union Says New Law Is Invalid

AMERICAN Civil Liberties Union entered the battle between the Government and James Caesar Petrillo over alleged violation of the Lea Act, Tuesday, Oct. 8, in Chicago, when it asked permission to file a brief as "amicus curiae" or "friend of the court."

In the petition, drawn up by Arthur Garfield Hayes, New York counsel for the ACLU, the organization stated they wished to contest the Lea Act's constitutionality on the grounds that it abridged freedom of speech.

Meanwhile, at a conference before Judge Walter LaBuy between attorneys for Mr. Petrillo and the Government, Nov. 4 was set as the date for oral arguments by both parties on Petrillo's motion to dismiss the Government's indictment charging him with violation of the Lea Act in calling a strike against WAAF, *Drover's Journal* station, Chicago.

Charles Palmer

CHARLES PALMER, 44, account executive in the ABC sales department, died Oct. 7 of a heart attack at New York Hospital, New York. He had been with the ABC since March 9, 1943. Surviving are his sister, Mary T. Palmer, and a brother, W. H. Palmer, both of Brookline, Mass.

FCC Holds Program Relay By PW Is Not Feasible Now

EXPLAINING its 5-to-1 denial of Press Wireless' application to furnish a program transmission service to U. S. stations commercially [CLOSED CIRCUIT, Sept. 23], FCC issued a memorandum opinion last Thursday finding the operation "is not technically feasible at this time."

The Commission contended that "the lack of quality and reliability (of the service) are such as not to justify the use of frequencies urgently needed by the other radio services using the 1.6-25 mc bands" which Press Wireless proposed to use.

". . . it is most likely," the opinion said, "that at the forthcoming international conferences many nations will urge that frequencies in this range for domestic point-to-point communications not be used when wire lines are available." The Commission noted that it was considering whether to adopt a policy similar to that of the Board of War Communications and the Interdepartment Radio Advisory Committee, which maintain that frequencies from 1.6 to 25 mc should not be used for new domestic point-to-point services.

Both PW applications—for special temporary authority to furnish a domestic program transmission service on a commercial basis, and a supplementary request for permission to acquire and operate leased wire lines between Washington and New York in conjunction with the proposed service—were denied. Comr. C. J. Durr dissented.

Avco to Acquire Assets of Crosley

VICTOR EMANUEL, board chairman of Aviation Corp., last week announced plans of his company to acquire the assets and businesses of The Crosley Corp. (radios, refrigerators, stoves, appliances) and Crosley Broadcasting Corp. (television and broadcasting stations).

Avco, which owns approximately 90% of Crosley's outstanding stock, proposes to issue minority stockholders four shares of Avco common stock for each share of Crosley. Final approval is expected to be obtained when recommendations of Avco are presented to the Crosley board in November.

Avco Division

As a subsidiary company, Crosley will function as a division of Aviation Corp. It will continue to operate with the same personnel and will maintain the same identification and follow the same policies of the past.

Crosley, pioneer operator of WLW Cincinnati, acquired WINS New York in August and has completed negotiations looking toward ultimate acquisition of 75% interest in KSTP St. Paul for about $1,200,000 [BROADCASTING, Sept. 9]. Principal manufacturing plants are in Cincinnati and in Richmond, Ind.

Avco already controls the Crosley broadcasting properties through its control of The Crosley Corp., which owns the Crosley Broadcasting Corp., licensee of WLW and WINS. Mr. Emanuel said that it might be necessary to request FCC approval of the more direct ownership which is proposed.

Grant Made Final In Murfreesboro

FCC's PROPOSED GRANT for a new Murfreesboro, Tenn. station on 1450 kc with 250 w fulltime, unopposed by other applicants in the consolidated proceeding, was made final by the Commission at oral argument on the Murfreesboro-Nashville cases last Wednesday.

The grant is to Murfreesboro Broadcasting Service, a partnership of Cecil N. Elrod and Cecil N. Elrod Jr., ladies' clothing merchants, and S. D. Wooten Jr., chief engineer of WREC Memphis and 25% owner of WHBQ, also in Memphis [BROADCASTING, Aug. 12].

Equipment Sales Firm Started by Steve Cisler

BROADCAST equipment sales service will be provided by a new concern, Electronic Service Co. of Louisville, with Steve Cisler, former president of WGRC Louisville, as president. Temporary offices are at 565 Upland Road, Louisville.

Mr. Cisler

James F. Coleman, recently of WHAS Louisville, is in charge of the shop. John F. Mullaney consulting engineer, is chief engineer. Howard A. Shuman, former owner of KWFC Hot Springs, is field representative out of Omaha.

The firm will buy and sell new and used broadcast equipment.

Merkle Named

RALPH S. MERKLE, with Sylvania Electric Products Inc. since 1929, has been appointed manager of parts sales of the company's radio tube division. He will direct sales of small metal and mica parts, wire, and welded wire products manufactured in the company's plants at Emporium and Warren, Pa., and Jamestown, N. Y.

FCC Enters Brief In License Denial

Commission Asserts Authority To Reverse FRC

REGARDLESS of earlier actions by the Federal Radio Commission, the FCC has authority under the Communications Act to reverse precedents, the Commission argued in a brief filed last week in the U. S. Court of Appeals for the District of Columbia.

It was a reply to an appeal filed last April 2 [BROADCASTING, April 8] by the Churchill Tabernacle, Buffalo, N. Y., which protested a Commission decision denying license renewals to WKBW-WGR Buffalo because of a time commitment entered into in 1931 when the Tabernacle transferred control of WKBW to Buffalo Broadcasting Corp.

The Commission reply, filed by Benedict P. Cottone, FCC general counsel; Harry M. Plotkin, assistant general counsel in charge of litigation, and Max R. Goldman, Paul Dobin and Dee W. Pincock, attorneys, contended it is the FCC's duty to see that a licensee exercises "full and complete control" over its station, whereas the contract gave Churchill Tabernacle control over certain time segments.

WKBW did not intervene in the Churchill appeal. Oral argument is expected to be designated within a short time, with chances good that the appellate court will hear the case during the October term. James Lawrence Fly, former FCC chairman who was with the Commission when the WKBW-WGR licenses were renewed prior to the present action, and Joseph H. Mowrey, Buffalo, are counsel for Churchill Tabernacle.

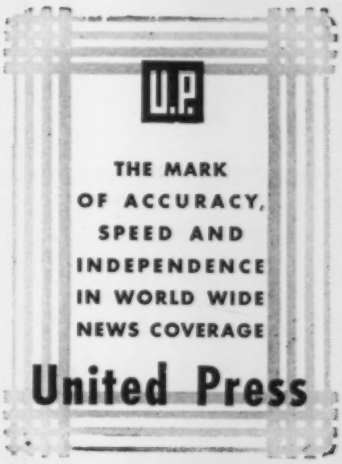
Station Winners Named In Longines Competition

PROMOTION-publicity directors of seven stations will receive Longines watches as prizes in station promotion and publicity contest held by Longines-Wittnauer Watch Co. in connection with its transcribed radio series, *World's Most Honored Flights*.

The winners: WOWO Fort Wayne, Ind., 10 to 50 kw class; KFEL Denver, 5 kw class; KDAL Duluth, 1 kw class; WROK Rockford, Ill., 500 w or less class; and CKRM Regina, Sask., Canadian stations. KRGV Weslaco, Texas, and KIDO Boise, Idaho, won honorable mention in 1 kw group. Watches of the winners are inscribed with signature of Eddie Rickenbacker, star of the show.

Stirton Named

JAMES L. STIRTON has been named television director for Central Division, CBS. He is also assistant to Ed Borroff, vice president and general manager of the division.



CBS Color

(Continued from page 20)

that the importance of the question would bring FCC action at the earliest possible moment [BROADCASTING, Oct. 7).

CBS asked for (1) allocation of the 480-920 mc band, now used for television experimentation, for commercial color video operation as an adjunct to present low-band black-and-white; (2) changes in Engineering Standards to cover color television operation in the ultra-high frequencies; (3) a hearing.

The network contended that the basic technical stages of UHF color have been completed, and that further significant advances can be made only under conditions of commercial broadcasting with regularly scheduled program service. "So long as color television continues in an experimental status," CBS said, "the entire industry will be subject to uncertainty and the investment of the public and broadcaster in low-frequency black-and-white television may be in jeopardy."

Issues

The Commission announced nine issues for the hearing. They are:

1. To obtain full information concerning the system of ultra-high frequency color television developed by petitioner, and in particular, with respect to the following matters:

(a) A full and detailed description of the method of transmitting pictures including the color characteristics and color frame frequency employed.

(b) A full and detailed description of the method or methods of transmitting the aural portion of the program.

(c) A full and detailed description of the channel width employed, the field intensities necessary for rendering adequate service to city and rural areas, and the adjacent and co-channel ratios of interference which are required for rendering adequate service.

(d) A full and detailed description of the method employed in live pick-up from studio or outdoor day and night events.

(e) A full and detailed description of petitioner's experiments with respect to transmission of program by coaxial cable or radio relay.

(f) Size of picture for receivers employing direct view or projection method.

(g) Brightness of picture for receivers employing direct view or projection method.

(h) A full and detailed description of transmitting and receiving equipment (including antennas) employed by petitioner in its experiments, a statement of the actual cost of such equipment, and an estimate of the cost of such equipment for various stages of mass production (e.g., 1,000 units, 10,000 units, 100,000 units, 1,000,000 units, etc.).

2. To obtain full information concerning any field tests conducted by petitioner or others with respect to transmitters and receivers employing the standards proposed by petitioner for the purpose of ascertaining whether they have been adequately field tested. If adequate field tests have not been made, to ascertain how long a period would be required for such tests.

Combination Receiver

3. To obtain full information concerning the practicability from a technical and economic standpoint of constructing a television receiver capable of covering television channels 1-13 and also the band 480-920 megacycles as proposed by petitioner.

4. To determine how soon after the Commission approves Standards of Good Engineering Practice for Color Television (if and when it does so) transmitters and receivers will be available to the public in a reasonable quantity.

5. With respect to the several matters enumerated in Issue (1), to obtain full information concerning whether the system developed by petitioner (a) represents the most satisfactory standards which can be reduced to practice within the reasonably near future; (b) will provide a type of service of sufficiently high quality to satisfy the reasonable expectations of the viewing public.

6. With respect to the several matters enumerated in Issue (1), to obtain comparable information for black and white television as in the case of color television. This information is desired not only for television channels 1 through 13 but also for the band 480 to 920 megacycles.

7. To receive whatever data are available concerning propagation characteristics of the band 480 to 920 megacycles.

8. To receive whatever data are available from other persons concerning experiments conducted by them with respect to ultra-high frequency television, particularly in the middle and upper portions of the 480 to 920 megacycle band, and to ascertain whether the results of the experiments conducted by petitioner in the lower portions of the band are also applicable to the middle and higher portions of the band.

9. To obtain full information concerning other systems of color transmission and reception.

11 Conditional FM Permits, 18 CPs, Authorized by FCC

CONDITIONAL GRANTS for 11 new FM stations and construction permits for 18 others, most of which had conditional authorizations, were issued by the FCC last Thursday.

At the same time the construction permit previously issued to Fort Hamilton Broadcasting Co. (WMOH), Hamilton, Ohio, was modified to authorize a Class B instead of Class A station, subject to engineering approval.

The Commission also granted regular permits to four applicants "in lieu of previous conditions specified" at the time their permits were authorized. These went to Cornell U. (WCHU), Ithaca, N. Y.; North Shore Broadcasting Co., Evanston, Ill.; Portsmouth (Va.) Radio Corp. (WSAP), and Richard Field Lewis Jr. (WINC), Winchester, Va.

All but two of the conditional grants were for Class B stations. The Class A grants went to Jay R. David, Tiffin, Ohio, and KWIN Ashland, Ore. All but three of the regular permits were for Class B operation.

Six of the 11 conditional grantees and 12 of the 18 new permittees are affiliated with AM stations, either as licensees or permittees or through interests of individual stockholders.

Newcomers to station ownership among the conditional grantees include a firm in which Rep. Robert F. Jones (R-Ohio) is a minority stockholder. The firm, Northwestern Ohio Broadcasting Corp., Lima, Ohio (Class B authorization), is headed by George E. Hamilton (27.2%). Mr. Hamilton and William R. Rickman and Robert W. Mack, who also have 27.2% each, are engaged in banking and retail businesses. Mr. Jones and Edward Cooper, Washington, D. C., have 9.2% each.

Other newcomers, according to FCC records:

Lancaster Broadcasting Co., Lancaster, S. C. (Class B), is owned by Springs Foundation Inc., an educational and charitable organization at Lancaster.

Colony Broadcasting Corp., New Haven, Conn. (Class B), is principally owned (65%) by Church Court Corp., owner of a New Haven office building, and Sol D. Chain, who owns 33%. Samuel Botwinick, part owner of Church Corp., is president.

Jay R. David, who received a Class A conditional grant for Tiffin, is a former Navy officer, now electrical engineer of Cleveland Electric Illuminating Co.

Sunflower Broadcasting System, Kansas City, (Class B), erroneously listed by FCC on Sept. 5, as already having a conditional construction permit, received its conditional Thursday. The firm is a partnership of Harry Butler, engaged in the undertaking business, and Harry Scherzer, owner of a beer distributing company.

Sun County Broadcasting Co., which has new AM stations at Phoenix and Tucson, Ariz., received conditional grants for Class B FM outlets at both cities. Other applicants with AM affiliation who received conditionals were WICA Ashtabula, Ohio, Class B; KWIN Ashland, Ore., Class A; WRR Dallas, Class B, and WRNL Richmond, Class B.

FCC said "conditions" were attached to the construction permits, mostly of a minor engineering nature. Permittees with AM interest shown in parentheses are as follows (power is effective radiated power; antenna height, height above average terrain):

Donald W. Reynolds (AM grantee), Fort Smith, Ark.—Class B, 101.3 mc (channel No. 267), 180 kw, 802 ft.

Marysville-Yuba City Broadcasters (KMYC), Marysville, Calif.—Class B, 92.7 mc (channel No. 224), 4.7 kw, 395 feet.

Belvedere Bcstg. Corp., Baltimore, Md.—Class B, 98.9 mc (channel No. 255), 20 kw, 390 feet.

E. F. Peffer (KGDM), Stockton, Calif.—Class B, 101.3 mc (channel No. 267), 39 kw, 310 feet.

Cornbelt Bcstg. Corp. (KFOR), Lincoln, Neb.—Class B, 97.3 mc (channel No. 247), 25 kw, 820 feet.

F. C. Todd (WGNC), Gastonia, N. C.—Class B, 102.1 mc (channel No. 271), 11.1 kw, 890 feet.

Catawba Valley Bcstg. Co. (WHKY), Hickory, N. C.—Class B, 99.5 mc (channel No. 258), 180 kw, 965 feet.

Radio Americas Corp., San Juan, P. R.—Class A, 105.1 mc (channel No. 286), 330 w, 270 feet.

Tri-State Bcstg. Corp., Evansville, Ind.—Class B, 93.9 mc (channel No. 230), 20 kw, 330 feet.

Thomas Garland Tinsley Jr. (WLEE), Richmond, Va.—Class B, 97.9 mc (channel No. 250), 21 kw, 290 feet.

Mayflower Bcstg. Co., Huntington, W. Va.—Class A, 104.3 mc (channel No. 282), 275 w, 150 feet.

Voice of Alabama (WAPI), Birmingham, Ala.—Class B, 94.3 mc (channel No. 232), 13.7 kw, 640 feet.

Northern Bcstg. Co. (WSAU), Wausau, Wis.—Class B, 94.9 mc (channel No. 235), 19.5 kw, 500 feet.

Stark Bcstg. Corp., Canton, Ohio—Class B, 96.3 mc (channel No. 242), 15 kw, 275 feet.

Scioto Bcstg. Co. (WPAY), Portsmouth, Ohio—Class B, 103.9 mc (channel No. 280), 4 kw, 525 feet.

Sharon Herald Bcstg. Co., Sharon, Pa.—Class B, 102.9 mc (channel No. 275), 26 kw, 455 feet.

Findlay Radio Co. (WFIN), Findlay, Ohio—Class B, 101.7 mc (channel No. 269), 8.2 kw, 245 feet.

Santa Clara Bcstg. Co. (KSJO), San Jose, Calif.—Class A, 105.5 mc (channel No. 288), 1 kw, minus 610 feet.

HERBERT FEARNHEAD, former RAF flight lieutenant, and before service in NBC auditing department, has been appointed ABC Western Division purchasing agent.

WKXL Formal Opening

FORMAL opening of WKXL Concord, N. H., is set for today (Oct. 14) with special programs planned and visitors invited to the studios throughout the week. Operating on 1450 kc with 250 w, WKXL has been on the air since June 15 as basic full-time affiliate of Mutual and Yankee networks. Gov. Charles M. Dale of New Hampshire owns and operates the station. Bert Georges is general manager, and Robert A. Kelley, station manager.

TBA Awards

(*Continued from page 16*)

tertainment program for his conception of the program *Hour-Glass* which has been widely characterized as "having more entertainment than any other." Award for the outstanding artistic program was made to Paul Belanger, a television director of WCBS New York, for "his artistry in combining the previously used elements—music, ballet and setting—into an attractive and appealing ensemble for television."

Award for the best public service program went to Klaus Landsberg, manager W6XYZ Los Angeles, for "educating the citizens of Los Angeles by means of television program *Your Town* as to the problems of their government, as well as informing them of the growth of the community in an interesting and highly entertaining manner."

The third and final group of awards went to individuals for outstanding contributions to the field of television. Dr. Oliver E. Buckley, president of Bell Telephone Labs., received a medal for his "supervision of the application of television to military uses during the recent war and for his work in the application of his broad communication knowledge of the transmission of television programs."

Keith S. McHugh, vice president of AT&T, was awarded a medal for his "constant work in furthering a program of facilities to transmit nationwide television on a commercial basis."

Third Bidder Soon May Enter Complicated Indianapolis Case

FURTHER COMPLICATIONS in the already tangled case involving the proposed sale of WABW (FM)-WBBW Indianapolis were foreseen last week with reports that a minority stockholder would himself seek FCC consent to bid for and acquire the stations.

There already are two bidders. Evansville on the Air Inc., licensee of WGBF-WEOA-WMLL (FM) Evansville, offered stock in its parent company, Curtis Radiocasting, for the two outlets. While that projected sale was being advertised under the Avco Rule, Radio Indianapolis, a new firm, offered equivalent cash for the stations.

Evansville on the Air and five of the six WABW-WBBW stockholders responded with a petition asking the Commission to disregard the Radio Indianapolis bid, arguing that the new company necessarily can not offer stock in Curtis or a voice in the operation of Curtis stations and therefore can not qualify as a "competing applicant" under the Avco Rule [BROADCASTING, Oct. 7].

Williams May Try

To that argument Radio Indianapolis replied last week that such a construction of the Avco Rule would "strip (the rule) of any efficacy."

Meanwhile, M. R. Williams, sixth WABW-WBBW stockholder, who owns an 8% interest and has filed a receivership suit against the company seeking $7,500 for back wages, was reported to have prepared an application to buy the outlets himself. Since the Avco Rule's 60-day limit for competing bids has expired, he was understood to be planning a petition requesting FCC to extend the time for filing rival offers.

Radio Indianapolis, in its reply to the Evansville petition, pointed out that the decision in the Crosley-Avco transfer [BROADCASTING, Sept. 10, 1945], in which the Avco Rule had its inception, recognized "equivalents" when it suggested that cash might sometimes be required in lieu of credit in sales.

Radio Indianapolis opposed oral argument on the subject as being a "useless burden" on the Commission. The company urged, instead, that FCC proceed with consolidated hearing on both applications Nov. 14-15. It pointed out that Evansville on the Air had put a value of $20.60 a share on the 1,350 shares of Curtis stock offered for WABW-WBBW, and requested that this value be used.

The brief, prepared by the Washington firm of Miller & Schroeder, argued that a policy in agreement with the Evansville group's petition would permit an assignee to assign a license or construction permit "for a particular piece of real estate, a patent, or any other similar consideration which a competing assignee would not be able to duplicate, and thus claim immunity under the rule." Such a practice, Radio Indianapolis contended, "even when not used as a subterfuge, would open the door to others desiring to avoid application of the Commission's rules."

WKY

(*Continued from page 17*)

station "listened to most" morning, in 27 counties of Oklahoma. At night it is the station "listened to most" in 29 counties. The same report shows that WKY is "heard regularly" mornings, by 80 to 100% of listeners in 30 Oklahoma counties and at night in 24 counties.

As used above the term "station listened to most" is definitive. The term "heard regularly" is interpreted by the listener based upon his own judgement. The basis provides a trustworthy measurement not of "coverage" alone but of effective coverage backed by listening.

With perhaps the most efficient antenna system in use today, WKY recognizes that its signal can be heard far beyond these counties and is happy that its programs command the listening of large groups elsewhere. But by WKY standards this audience is neither large enough nor regular enough to constitute "coverage" of a type to justify WKY offering it to sponsors without qualification.

The findings of Dr. Whan, the WKY listener diary made by Audience Surveys Inc. and the station ratings of C. E. Hooper, all based on reliable accepted research techniques, are available for study by interested agencies and advertisers and will continue to be the basis for WKY's claims of audience.

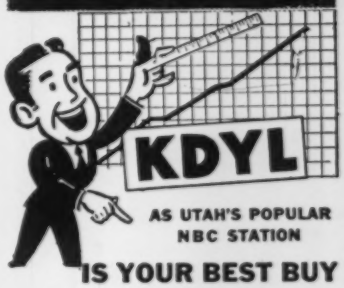
At the same time WKY will continue its support of BMB in the belief that an organization backed by the broadcast industry will soon realize that neither broadcasters in general nor stations individually, whether large or small, can gain through exaggerated claims of audience based on the present BMB standard—10% of the audience listening to one or more programs per week.

Hollywood Originations

HOLLYWOOD network commercial originations are up this fall as against same time last year, a survey discloses. ABC has 14 this year as against 13 last year. CBS now broadcasts 31 as against 27 for 1945. MBS jumped from nine in '45 to 15 currently. NBC has upped its total from 27 to 35.

RADIO EXECUTIVES CLUB
OF NEW YORK
Song-Writers Day
OCTOBER 17
Roosevelt Hotel, NYC
12:30 p. m.

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE



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JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

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DOES HAVE AN
EDITORIAL POLICY
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For Twenty Years We
Have Vigorously Defended
RADIO'S RIGHT TO SERVE
PUBLIC INTEREST
WESTERN SLOPE
BROADCASTING CO.
GRAND JUNCTION, COLO.
REX HOWELL, PRESIDENT

BEST 50,000 WATT
BUY OF THE WEEK
Robert Q Lewis

Sensational young disc jockey with a unique sales-pulling personality. *Available Participation Basis.*
WHN NEW YORK
Represented by RAMBEAU

By actual survey
TORONTO'S
MOST LISTENED-
TO STATION
DIAL 580
CKEY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

Wanted—Girl continuity writer-announcer. Must be able to write and announce programs and write good spots. This position is in Florida. Submit samples of work, past history, photo and salary desired to Box 978, BROADCASTING.

Salesman wanted for NBC affiliate in western market. Must be capable with successful background of broadcast selling. Good salary and commission with splendid opportunities for advancement. Give complete information in answering. Box 7, BROADCASTING.

Immediate opening for experienced newsman to gather and write local news for 250 watt network affiliate in midwest city of 150,000. State qualifications and experience. Box 24, BROADCASTING.

One of the most progressive Mutual affiliates in the East-Central area has places for two first class operators who can present reference on engineering and announcing ability. Monthly salary, forty hour week, two hundred dollars to start; two hundred twenty-five dollars in six months. Only commercial radio-minded men apply, please. Box 43, BROADCASTING.

Sportscaster wanted. Leading regional network outlet wants top-flight sportscaster immediately. Capable play by play major conference football also daily sports review and interview. Well rounded sports background essential. Give full particulars, experience, salary in application. Box 46, BROADCASTING.

Program director for 250 w Midwest network affiliate. Must have audience consciousness and ability to get results with staff. Send full background, reason for desiring change, photo and salary requirements. All replies confidential. Box 48, BROADCASTING.

Operator, first class ticket, veteran preferred. No announcing or control room. Midwest 1 kw daytime. Give complete personal history first letter. Box 50, BROADCASTING.

First class operators, new eastern seaboard station, pleasant working conditions. Box 56, BROADCASTING.

Opportunity for experienced salesman who can contact important men in advertising field. Replies confidential. Give full details. Box 59, BROADCASTING.

Scenic Idaho—New local station needs (1) experienced chief engineer, able to install and maintain equipment and willing to do some announcing later. (2) Two experienced operator-announcers, first class tickets. (3) Experienced sales manager who can write copy. We offer (1) good pay, (2) excellent working conditions with friendly, experienced management and opportunity to grow with us as we expand to more stations. (3) life in friendly western town, close to hunting, fishing and top scenery. Write us about yourself, giving complete details, pictures, transcriptions, etc. We want good men who are willing to become part of good community and good station and who want good, permanent positions. Box 60, BROADCASTING.

Want chief engineer and two first class operators. New station, good community. Give full information, salary expected first letter. P. O. Box 372, Vidalia, Georgia.

First class operator-announcer wanted for Western NBC station granted 5000 watts AM and new FM. Installation under way. Send photo and transcription, news and commercials. Station KSEI, Pocatello, Idaho.

Help Wanted (Cont'd)

2 **first class operators** and 2 announcers —new network affiliate. WKAL, Rome, New York.

Openings: for 28 engineers, 8 time salesmen, 37 engineer-announcers (U.S. & Overseas), 7 program directors, 3 commercial managers, 4 copywriters, 3 station managers. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

First class transmitter operator for 250 watt Mutual affiliate. New Raytheon equipment, WHSC, Hartsville, S. C.

Program director must be experienced, give full information, send audition disc and photo to Allan Curnutt, Manager, Radio Station WOSH, Oshkosh, Wisconsin.

Experienced, capable announcer. Write in detail giving announcing, production experience and send recording which covers different types work. Reply will be kept confidential. Salary $60.00 per week plus talent. Just finishing $100,000 studio layout, went on 5 kw 580 kc October 1st. J. B. Fuqua, WGAC, Augusta, Ga.

Florida's most beautiful city on the ocean wants an experienced announcer with first class ticket. Good salary. Write or wire WFTL, Fort Lauderdale, Florida.

Time salesman wanted by well established station. Commercial managers position open for the right producer. WOMT Mutual in Manitowoc, Wis.

Announcer-operator holding first class phone license. Excellent opportunity for man desiring permanent location. Rocky Mountain West. KIUP, Durango, Colorado.

Announcers, writers, engineers, time salesmen, directors, managers. We need them. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Good announcer with first class phone license wanted by intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGIR, Butte, Mont.

Wanted—Two announcers and two first class operators (not combination) for new local station. Good opportunities and salary. Send disc and complete qualifications to John Garrison, Manager, WFUN, Huntsville, Alabama.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Operator-announcers with first ticket, with or without experience, for new station. Fine working conditions, good pay, ideal climate. KTYL, Mesa, Arizona.

Three combination engineer announcers. $1.50 per hour. Station W W N S, Statesboro, Georgia.

Live in Hawaii. New 1,000 watt station about to open in Hawaii needs several announcers with first class licenses. Attractive proposition with a good future for right men. Send full details and audition platter, preferably by airmail to KMVI, Wailuku, Maui, T.H.

Experienced announcer with first class ticket wanted. Salary sixty-five dollars for forty hour week. Write or wire W F V A Fredericksburg, Virginia.

STATION OWNER: Fifteen years' background—NBC, CBS, plus countless contacts can be yours. Know management, programming, selling. Willing to invest or work on a cooperative basis with small outlet. Can staff your new station with excellent, experienced personnel. Family man now employed by big time station. Letter will bring complete details. IF YOU ARE PROGRESSIVE AND WANT TO GROW, WRITE

BOX 52, BROADCASTING

Help Wanted (Cont'd)

Wanted: Two engineers with first class licenses. No announcing. Forty dollars for 40 hr. week, with time and half for overtime. Wire or call, Radio Station W H K P, Hendersonville, N. C.

Complete staff for 250 watt local station opening in Great Falls, Montana about October 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

Manager wanted at new station in New Mexico. Fine location for right man. Send qualifications, snapshot, salary expected. Intermountain Broadcasting Co., Artesia, New Mexico.

Wanted—Chief engineer & first class operator. New 250 watt station. New Collins and RCA equipment. Planning FM. Only station in city, 23,500 population. Write George Volger, KWPC, Muscatine, Iowa.

New Western station needs three good announcers with first class phone licenses. Good base pay with opportunity to earn extra money selling and servicing accounts if qualified. Send qualifications and if possible audition record with first letter. Box 63, BROADCASTING.

Prospective chief engineer. If you believe you're ready to assume a chief's job and you're willing to prove yourself during construction period send us all the facts including a recent photograph. Job available immediately working under consulting engineer. Write WEEK, Peoria, Illinois, new 1KW NBC affiliate.

Salesman: 5kw network basic in half-million Midwest market needs good local salesman. An opening for a well experienced man (straight salary) who will settle down and work intelligently with local merchants. Exceptional opportunity for future advancement awaits the right man. This is not a "mine-run" job. No executives, boozers or jive-hounds wanted. Write fully (in confidence) and if we're interested we'll pay your expenses for personal interview. Box 64, BROADCASTING.

Production manager: Well established Midwest 5 kw basic network station has attractive opening for a producer who knows his business. The man we want is capable of building record shows, programming with limited amount of talent and musicians, building public-interest features and doing a first class announcing and emcee job himself when required. For the right man this is far better than the average job both as to salary and opportunity for future advancement. Write fully (in complete confidence) all information which you feel we need in arranging interview at our expense. Box 65, BROADCASTING.

Wanted: Two full time teachers with college degree and professional broadcasting experience. The National Academy of Broadcasting, Inc., 1366 Irving Street, NW, Washington, DC.

Agricultural director by eastern 50 kw station, must be interesting broadcaster, good showman with a flare for public and agricultural relations. Give complete background and capabilities including salary expectation. Box 61, BROADCASTING.

Situations Wanted

Radio know-how. Young man with complete radio advertising background desires agency or station affiliation. Box 69, BROADCASTING.

Free lance writer-producer from a spot to dramatic show. Box 70, BROADCASTING.

WANT E. T. SALESMAN
for Chicago Area

Very substantial production company wants top-flight transcription salesman to work out of Chicago. Excellent opportunity for the right man. Will interview applicants Palmer House, Chicago, Oct. 21 to 24; Ambassador Hotel, N. Y., Oct. 28 to Nov. 1.

Call E. J. Broman

Situations Wanted (Cont'd)

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production techniques. Replies in strict confidence. Box 884, BROADCASTING.

Announcer, veteran, disc and photo available, will send full details. Box 980, BROADCASTING.

Commercial Manager—writing over $1,500 weekly for leading independent, highly competitive market. Drawing account against commission desired. Box 981, BROADCASTING.

New England stations, applicants—employed Washington newspaperman, radio experience, seeks news editor spot. Double on newscasting, publicity, if desired. Opportunity modest investment welcomed but not essential. Box 2, BROADCASTING.

Commercial manager—station manager. Experience all phases of radio. Programming, sales, production and promotion. Prefer southwest or midwest. Full details or personal interview on request. Box 9, BROADCASTING.

Assistant manager or program director with ten years radio experience available for interview at NAB convention. Box 21, BROADCASTING.

Announcer—Three and a half years experience handling news, platter shows, special events, sports, commercials. Have, at various times, proved capabilities as program director, production manager, continuity director. I'm looking for a spot with a solid, progressive organization. College; 26; married. Box 22, BROADCASTING.

Engineer, first-class phone, five years studio and transmitter work; 31, sober, married. Desire permanent position, preferably Wisconsin or Minnesota. Box 25, BROADCASTING.

Announcer-vocalist. Married veteran with four years experience desires permanent position. Have done network and AFRS shows. Transcription and background furnished your request. Box 26, BROADCASTING.

Engineer first class, free to travel, single, four years experience. Box 28, BROADCASTING.

Four years' announcing experience. AM, FM: Some production and programming; two years' Army PRO man. Married veteran wishes to settle in Florida or northeastern area. Photo, details, and platter should be convincing proof of my ability. Box 29, BROADCASTING.

PROGRAM-IDEA SALESMAN
for W-I-N-D Chicago

This station is seeking an aggressive, intelligent man for special program sales. This is a creative sales position requiring unusual resourcefulness and initiative. At least five years' successful advertising sales experience a necessity . . . although not necessarily in radio. Salary commensurate with ability. Apply by letter or in person to John Carey, Sales Manager, Station W-I-N-D, 230 N. Michigan Ave., Chicago 1, Illinois. Please do not apply unless you are fully qualified.

Situations Wanted (Cont'd)

Announcer, fully experienced in all phases of radio, seeks association with progressive station. Box 30, BROADCASTING.

One of America's ace combination radio time salesmen (and or) disc jockey desires Chicago connection. Must sacrifice wonderful sales position because living in Chicago is imperative! Box 31, BROADCASTING.

Experienced, trained announcer wants job with station that knows how to utilize following qualifications: good voice for commercials, news, newswriting, discing, scripting, some producing, directing. Recording available. Box 32, BROADCASTING.

Continuity writer—woman. Agency and station experience. Capable. Good ideas. Veteran, formerly continuity editor AFN. Box 33, BROADCASTING.

Engineer 3 years NBC Blue 5 kw; 4 years Navy (Chief Radio Technician), 1 year 1 kw MBS, 1st class phone & class A amateur. Transmitter, studio, record, maintenance and installation. FM and AM, no combination. Married, children. Prefer permanent chief engineer job in West. Box 34, BROADCASTING.

Announcer Young, imaginative; college background. Expert on record shows. Available for out of town. Box 35, BROADCASTING.

Sportscaster, four years experience, looking for connection with metropolitan station holding rights to broadcast pro or semi-pro hockey for coming season. Can also handle daily sports show. Experienced in play-by-play hockey, baseball and football, plus special events. Currently handling sponsored weekly broadcasts of big-time Canadian football over new 5 kw Western Ontario station. Will sign contract for a good proposition. Single, can clear immigration. Reply to Box 36, BROADCASTING.

General manager. Outstanding record in present position. Excellent references. Sound reason for desiring change. Box 37, BROADCASTING.

Major league sports announcer. Commentary, play-by-play. 9 years covering all major sports. Box 38, BROADCASTING.

Program director. Employed in 250 watt Mutual station. Six years radio experience. Would like to make change. Box 39, BROADCASTING.

Desire job as announcer, continuity writer in small station. No experience but well trained in good school. Would like further training, on the job, under G. I. Bill. Box 40, BROADCASTING.

Program director, college graduate. Continuity traffic experience. Capable of building high caliber public service programs. Present salary $65 week. Now employed. Box 41, BROADCASTING.

Staffing your new station with experienced personnel? Here's a package. Experienced, competent staff wants Southern California location. Engineers, disc jockeys, programming, sports, etc. Box 42, BROADCASTING.

Veteran 24, married, dependable. Thoroughly trained in announcing, dramatics, continuity, platter shows, news, etc. Schooled at well known radio college. Disc, photo on request. All inquiries answered. Box 44, BROADCASTING.

Ex-Wave officer. Capable writer, announcer. Young, personable, college graduate. Particularly interested in writing, handling women's programs. Anywhere in U. S. Box 45, BROADCASTING.

Assistant to owner. Florida only. Complete story follows. Box 47, BROADCASTING.

Young executive, BBA degree, tax expert, first class license, experienced musician, wants position with future or will buy working interest in western station. Excellent references. Box 27, BROADCASTING.

Announcer-producer. Personable, capable, with good voice. Exceptional sales and advertising background, good references, can write, act, announce, and produce. Finishing graduate studies in radio. Want immediate placement. Write for transcription and photo. Box 48, BROADCASTING.

Announcer-newscaster: 250 watt, 5 and 50 kw experience. Production manager, news editor, disc jockey. Former newspaper reporter. Available immediately. Box 53, BROADCASTING.

Situations Wanted (Cont'd)

CBS producer current coast-to-coast shows wants station not stressing specialization. College graduate; long experience in announcing, writing, news program direction, management, television, publicity. Best references. Box 55, BROADCASTING.

Announcer, experienced — commercials, sports, news. Willing to travel anywhere. Pleasant voice. Young and capable. Box 57, BROADCASTING.

Attention Philadelphia area—Thoroughly experienced all-round announcer. Reliable, best references. Personal audition if you have vacancy. Box 58, BROADCASTING.

Engineers, first class, with extensive modern training for commercial broadcast. Contact C. L. Foster, Central Radio School (formerly Midland Radio School), 17th and Wyandotte, Kansas City, Missouri for applicants.

Radio operator—Recently discharged from Merchant Marine. 1st Class phone, experienced FM. M. Kizner, 1372 Franklin Ave., Bronx 56, New York.

Radio spots, commercials, skits, etc., written by free lance writer for advertising agencies, manufacturers, etc., all propositions considered. E. Eller, 803 Curtis Street, Albany 6, California.

Naval Veteran, holding First Class Radiotelephone License, desires connection with station in Los Angeles. 15 years experience in operation, maintenance and installations. Milton Rowe, 229½ South Gale Drive, Beverly Hills, California.

Announcer. Will prove satisfactory. Top references. Veteran, single, 42. Disc, photos. All Bourne, Post Office Box 424, Decatur, Illinois.

Telephone first, experienced, been engineer WBTH combination, and Chief at WFVA. Good on repairs, construction and maintenance. Married, age 50. If mild climate come to stay. Expect good salary and available living quarters. Now owner of radio shop folding up, 30 days. All information first letter. What have you to offer? (W8LVG) Crooks Radio, Kent, Ohio.

Announcer. Experienced in Army radio work in both narration and announcing. Graduate student in radio. Ambitious. Conscientious. Dick Taylor, 130 Elmwood Avenue, Evanston, Illinois.

Announcer-producer. Veteran; 23; Hollywood independent station experience. Radio trained in A-1 school. Ambitious, will go anywhere. Disc available on request. Doug Bentley, 1815 Montrose St., Los Angeles.

Available—Qualified: Announcers, copywriters, producers. Radio's Reliable Resources, Box 413, Philadelphia.

Announcer - newscaster. Hollywood trained. Platters, ad lib, continuity, 10 yrs. prof. m.c. Veteran, 30. Want staff with live station. Photo, audition disc. Edward L. Rock, 2645 Mayfield Avenue, LaCrescenta, Cal.

Top-notch sportscaster with basic CBS station desires position doing sports. References from nationally known sportscasters. Box 62, BROADCASTING.

Television executive position desired. 20 years radio/television experience, technical operations, production, direction and announcing. Ten years to date with major network plus training British television. Disc on request. Box 67, BROADCASTING.

Announcer position wanted. Age 24, married, two years college. Completed course in radio workshop. Veteran. Pleasant personality. Three years public speaking experience. Can do records, news, ad-lib. Box 68, BROADCASTING.

Personable young woman, college graduate, 7 years versatile radio experience, now heading agency radio department in California, previously continuity editor, writer, commentator on local station, womans program writer for network. Prefer Pacific coast locale. Box 71, BROADCASTING.

For Sale

For Sale—a complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

For Sale: 1 kw new composite, all new components, high level modulated—833's final and class B stage; consisting of 2 cabinets—each 36" wide by 84" high by 24" deep, connected by 24" control panel. Will meet all FCC standards of good engineering. Box 976, BROADCASTING.

For Sale (Cont'd)

Disc jockey's extensive comedy material collection. $200.00. Box 23, BROADCASTING.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

200-10 inch PM speakers tapped 500-1000-2000. 500-Line transformers 500 to Grid. 50-6000 ohm to 10-500 secondaries. 1000 WE Jacks. All new equipment. 23 E. Goethe St., Chicago, Ill.

For Sale: One Presto 16X recording table. Semi-portable, including self-contained amplifier. Two feed screws. Audax pick-up, high impedance mike input. Price, $400.00 F.O.B. KPHO, Phoenix. Contact Louis Halpern, Chief Engineer.

Two 280' Towers Sales and Erection Co. guyed, insulated radiators. These towers are uniform triangular cross section, 31" wide on sides, and are strong enough to support an FM radiator. They have never been used and are in excellent condition and are complete with all lighting equipment. Conduit and wire, less only lighting chokes. Immediate delivery can be made. Priced at $4,000.00 each, F.O.B. Louisville. Write P. W. Esten, WGRC for details.

Available immediately—150 foot tower, complete with lighting equipment including beacon. Best offer. WKAL, Rome, N. Y.

Emergency power supply 50 KVA, 60 cycles, three phase 220 with 110 volt neutral. Driven by Buffalo gas engine. Complete with spare accessories. 100 hours total operating use. $1500 FOB, Memphis, c/o WREC.

Some hard to get items for sale. Coaxial transmission line dehydrator units, variable silica gel type, automatic, with pressure control to 35 lbs per sq in; 110v AC motor drive, mfd by Comm Products Co for Navy and Army; brand new, original packing, $200.00 each, FOB Louisville. Original cost nearly $600. Every FM and AM station needs one. Only 75 on hand. Brand new 10 kw Onan power unit, 110/220v AC, in original packing, ideal for emergency power, or remote FM locations on transmitters up to 3 kw; $1,100.00 FOB Louisville. Cannon three contact microphone plugs and wall sockets, brand new, $3.00 per set. Also ARC heavy brass plugs and sockets, $1.25 per set. Copper ribbon, half inch wide; and more ±8 and ±10 copper wire due in. We buy and sell new and used broadcast and electronic equipment, all types, or find what you need somewhere. Need our help? See Steve Cisler during NAB meet, Hotel Stevens, and list your equipment available or wanted. Electronic Service Co., 565 Upland Road, Louisville 6, Ky. Taylor 7655.

For Sale: 68,000 feet of medium soft drawn solid No. 10 copper wire; new; weatherproof insulation can be removed. Wire Broadcasters Services Company, 209½ West 2nd Street, Little Rock, Arkansas.

For Sale: Western Electric type 353-E1, one kilowatt AM transmitter. Also 330 feet Blaw Knox tower suitable for AM or FM. Station WKBH, LaCrosse, Wisconsin.

New 325 foot Blaw-Knox tower type CK. Uniform taper, insulated. Immediate delivery. Box 66, BROADCASTING.

Miscellaneous

Proposed New England station without competition seeks additional capital. Prefer man to manage, head sales, or engineering. Box 54, BROADCASTING.

Attention promotion managers! Radio stations all over the country are using Harold Abbey cartoon gags and spot illustrations on their program schedules, mailing pieces, bulletins, local advertising, etc. . . with startling success. These spots and panel gags will "pep up" your copy and reading matter 1000%. Every job tailor-made to your needs—by America's foremost advertising cartoonist. Harold Abbey, 600 Madison Ave., New York 22, N. Y. PLaza 8-2658.

Wanted to Buy

Tower—Cash for quick delivery. 219 feet or suitable for modifying to that height. Self-supporting to carry FM antenna later. Please wire Box 19, BROADCASTING.

One or two RCA 41-B Preamplifiers. Write WSPR, Springfield 5, Mass.

EQUIPMENT FOR SALE

I am offering the following list of equipment for sale for $3,250.00 cash for prompt disposal. It is all new equipment, ready to ship in original cartons. It may be inspected at Knoxville where it is in storage.

1 Tempco 250 watt GSC Broadcast Transmitter.

1 Speech Control Console made by a prominent recording company. Frequency response suitable for either AM or FM. Contains four low level input circuits of variable impedence and two low level transcription inputs of low or high impedence. The unit contains a high quality program amplifier and a high quality monitoring amplifier.

1 Ten watt monitoring amplifier made by the same people. Standard rack mounting.

2 Rek-O-Kut Master Pro transcription turntables less cabinets but with lateral tone arms.

J. W. Birdell
1407 Kenesaw Ave.,
Knoxville, Tennessee
Phone 3-4434

LOOKING FOR A *NEW MANAGER?*

I've finally decided to make a change. My present position as General Manager of a Metropolitan market Basic Network station is most secure, but I'd like a new connection where certain conditions will be improved. I can show a station revenue record of income doubled this past year; a management record openly acclaimed by our broadcasting opposition—and all recommended and endorsed at the right time by my present owner-employer. I have 21 years of practical experienced know-how; top contacts and recommendations all down the line in the trade, and the endorsement of my network contacts. At present I'm serving on an important N.A.B. committee. I'd be interested in discussing (at any time or at the N.A.B. Convention) the proposition with any owner who seeks a married feet-on-the-ground executive. All negotiations will be held confidential.

BOX 14, BROADCASTING

ATTENTION,

BROADCASTERS

RADIO PROMOTIONAL SERVICE will not be responsible for the activities of Welcome A. Luce as he is no longer associated with this organization.

John A. Nino,
General Manager.

Nice Going!

In a moment of weakness, one of our competitors broke down and wanted to know how we could take a station on which their "best" efforts had produced only $14,000 and push it up to $48,000. He did not question the fact that it had happened. He was not offended at our writing it up in one of these ads. But what irked him was that it *had* happened and he did not know *why*. He even ribbed us a bit about being "Superman" which we blushingly denied.

Of course, the performance of that kind of a sales job is made up of many things: (a) know how (b) definite liking for the sales job to be done (c) capacity for sustained effort, and (d) a hell of a lot of hard work.

Maybe this note from the manager of one of our live but tough-to-sell stations will at least partly answer our competitor and, at the same time, give you a cue to the solution of your own sales problem.

This was his comment on a Rambeau Sales Presentation, copy of which was mailed to the station:

> "Gentlemen, we're proud of you! I don't know how anyone could have done a better job of telling our story and utilizing the amalgamated data which I sent you last week. Very nice going, Mr. Rambeau, very nice indeed."

No "Superman" stuff but definitely some "know how" and the capacity for that "very nice going" which, spelled forward or backward still means . . .

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

NAB

(*Continued from page 17*)

rates, local news programming, development of business, sales aids, reduction in cost of services, group selling, public relations, use of BMB figures and the management study.

Other committees holding Monday morning meetings are Research, Engineering (open session 11-12 noon), Program and Music Advisory. FMBI board of directors will meet during the morning, as will the NAB's FM Executive Committee. FMBI has not been formally dissolved although its members were absorbed into NAB last November.

General luncheon 12:30-3 p. m. Monday will be marked by an FM Panel. Presiding will be Walter J. Damm, WTMJ Milwaukee, chairman of the NAB-FM Executive Committee, and president of FMBI. Speakers and their subjects are: Charles R. Denny Jr., acting chairman, FCC, "FCC Policy"; Dr. W. R. G. Baker, vice president of General Electric Co., and chairman Engineering Committee, Radio Manufacturers Assn., "FM Transmitter and Receiver Status"; T. A. M. Craven, vice president, Cowles Stations and NAB director, "FM Station Engineering"; Lester H. Nafzger, manager and chief engineer, WELD (WBNS) Columbus, "FM Station Promotion and Program Sources"; Mr. Damm, "General Management"; Robert T. Bartley, director, NAB FM Dept., "NAB-FM Dept."

Annual FMBI membership meeting will be held from 3 to 4 p. m. with the facsimile session from 4 to 5 p. m. NAB board of directors will meet at 6 p. m.

Tuesday Schedule

At the Tuesday morning breakfast, 8-9:30, sponsored by the Chicago Radio Management Club, Fulton Lewis jr., MBS commentator, will discuss "Clinical Indications of the Third World War." Presiding will be Holman Faust, president, Mitchell-Faust, with David Dole of Henri, Hurst & McDonald, as program chairman.

General convention meetings open at 10 Tuesday morning with President Justin Miller delivering the keynote address. He will review his first year as association president and officially open proceedings. Title of his address is "Broadcasting—An Opportunity—A Challenge." J. Harold Ryan, Fort Industry Co. stations, immediate past president of NAB, will preside and introduce Mr. Miller.

William S. Paley, CBS chairman of the board, will follow President Miller at 11, speaking on the role of broadcasting in the war. He served as a colonel in the Army during the war, assigned to psychological warfare in Europe. Benjamin Cohen, United Nations assistant secretary general, will speak on "What Broadcasting Can Contribute to World Understanding —Plans of the United Nations."

FCC Comr. E. K. Jett will address the Tuesday luncheon on "Application of War Developments to Postwar Broadcasting." In the afternoon Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., will lead a discussion at 2:05 on employment problems and how NAB's new setup can assist stations. His topic will be "The Program for Sound Industrial Relations."

BMB provides the theme for the rest of the Tuesday afternoon program, starting at 2:30, President Miller will introduce the BMB board, technical committee and staff, with Mr. Ryan, as BMB board chairman, acknowledging the introduction. Hugh M. Feltis, BMB president, will discuss "Report on BMB Study No 1" and Mr. Ryan will speak on "A Glance Into the Future of BMB."

Copyright Wednesday

Members of the BMB board and American Assn. of Advertising Agency spokesmen will comment on their remarks after which Frederic Gamble, AAAA president, will discuss "The Advertising Agency Looks at BMB" and Paul West, president of Assn. of National Advertisers, will follow with "The Advertiser Looks at BMB." President Miller will summarize the talks.

Wednesday's meeting opens at 10 a. m. with a half-hour general session on music copyright and Broadcast Music Inc. Speakers will be Sydney M. Kaye, vice president and general counsel of BMI, and Campbell Arnoux, president, WTAR Norfolk, and NAB director. At 10:30 a Small Market Stations meeting will be held with Mr. Pengra in charge.

Wayne Cribb, KHMO Hannibal, Mo., member of the Small Market Stations Executive Committee, will review results of the management study of all stations conducted by Mr. Stringer. Mr. Pengra, committee member, will speak on "FCC Regulation 91-D and Operators' Requirements." Hugh Higgins, NAB assistant director of broadcast advertising, will discuss "Sales Promotion Material and Sales Aids." Robert T. Mason, WMRN Marion, Ohio, also a member of the executive committee, will speak on "The Small Market Manager's Place in Community Leadership."

J. Allen Brown, NAB assistant director of broadcast advertising, will offer "A Ten Point Program to Increase Small Station Business." Mr. Doherty will speak on employe-employer relations and Edward J. Heffron, NAB executive assistant for public relations, will speak on "Public Relations at Work in Small Market Stations."

General luncheon will be held at 12:30 with Mr. Denny making his second appearance at the convention. Subject is unannounced.

Afternoon meeting will start at 2:05 p. m. with a general session to be addressed by President MH-

WCMI serves
a tasty "LISTENING MENU" to the Tri-State Audience

WCMI broadcasts a variety of CBS and local programs that gain family listenership in Huntington, West Virginia; Ashland, Kentucky; Ironton, Ohio and adjacencies. It takes good programs to secure listeners —WCMI has both. Ask a John E. Pearson representative for the facts—today.

Nunn Stations: WCMI, Ashland, Ky.-Huntington, W. Va.; WLAP, Lexington, Ky.; WMOB, Mobile, Ala.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.

JOSEPH B. MATTHEWS, *Manager*

ler, who will act as moderator of a public relations forum. Participating will be Mr. Kobak; Earl Hough, general manager, WBAP Fort Worth, and Alma Kitchell, president, Assn. of Women Directors.

No speaker has been announced for a 3-3:30 p. m. meeting dealing with Civil Aeronautics Administration regulations.

Directors-at-large for one-year terms will be elected at a 3:30-5 p. m. NAB business meeting. Proposed revision of the by-laws will be considered by the membership and resolutions will be discussed. Members of NAB are invited to draft proposed resolutions.

The free speech forum will be held at 6 p. m.

Thursday Meetings

Thursday meetings open with a half-hour general session at 10 a. m. Dr. Paul Lazarsfeld, director, Bureau of Applied Sociological Research, Columbia U., will talk on "How Broadcasters Can Use the NORC (U. of Denver) Survey." At 10:30 a retail advertising clinic will be held, with discussion of the Joske's of Texas one-year test of radio. Frank E. Pellegrin, NAB director of broadcast advertising, and other Joske advisory committee members will talk and answer questions.

General election is scheduled at 12:30 noon. At the luncheon session Niles Trammell, NBC president, will speak on "Advertising in the Public Interest." General session 2:15-5 p. m. will consist of a broadcast advertising clinic at which James V. McConnell of NBC, chairman of the NAB Sales Managers Executive Committee, will preside. He will submit a report covering work of the committee. Subcommittee reports will be submitted by the following chairmen: Walter Johnson, WTIC Hartford, revision of standard contracts; Arthur Hull Hayes, WABC New York, standardization of rate card format; John M. Outler Jr., WSB Atlanta, sales practices; Odin S. Ramsland, KDAL Duluth, audience measurement; Stanton P. Kettler, WMMN Fairmont, W. Va., advertising agency recognition bureau; Cecil K. Beaver, KTBS Shreveport, Joske clinic; Beverly Middleton, WSYR Syracuse, definition of spot sales.

Consideration of proposals for resolutions will follow the broadcast advertising meeting along with discussion of plans for future acvities. After an open forum the convention will adjourn. Annual banquet will be held at 7 in the Grand Ball Room of the Stevens. It is the only meeting not to be held at the Palmer House.

New NAB Board of Directors will hold its first meeting at 10 a. m. Friday.

Retail Sales Up

RETAIL sales in August reached a new high, $8,540,000,000 — more than 5% above July and 35% over August 1945, the Dept. of Commerce announced Friday. Major factor in the rise was higher prices rather than quantity of goods flowing to consumers, said the Office of Business Economics. August sales of nondurable goods rose 5% above July, food, apparel and general merchandise scoring biggest gains. Durable goods sales were 7% above July, 90% over August 1945.

Clears Ask

(*Continued from page 18*)

now having adequate service."

The petition noted that Mr. Caldwell protested the policy at a clear channel session shortly after it was announced, and that FCC Acting Chairman Charles R. Denny Jr. said the protest would be taken under advisement.

Protest Unanswered

"To date, however," the petition added, "there has been no announcement of any decision of the Commission on the protest, except to the extent that the individual grants referred to above may be interpreted as a decision on the matter."

CCG pointed out that the June 21 announcement of policy carried no "statement of the reasons for the adoption of such a policy, or for making a distinction between daytime stations located less, and daytime stations located more, than 750 miles from the dominant station. Nor was there any explanation of what 'individual merits' would warrant daytime duplication on 1-A channels. Moreover, no policy was announced respecting assignments on 1-B channels or assignments on channels adjacent to 1-A and 1-B frequencies."

The CCG found "no indication that the Commission's policy announcement was intended to be a decision on any of the issues" in the clear channel proceeding. But, it contended, "actions adversely affecting the proper determination of such an important broad issue, through the granting of specific applications prior to a consideration of all the evidence already presented and to be presented . . . are or may be ill-advised and contrary to the public interest, convenience or necessity."

WHBF Expansion

WHBF Rock Island, Ill., has announced plans for an expansion program that would include $50,000 for the construction of a Class B FM station. Les Johnson, general manager, said he expected the Rock Island Broadcasting Corp. FM station to get underway soon.

Nice Going!

We like that expression "nice going" because it so aptly describes the everyday activities of some of our good stations. For example:

Take WNBH, New Bedford and WOCB, Cape Cod, Mass. — sister stations — delivering 57% of the daytime audience. Where will your advertising dollar do more for you? Except maybe in Jamestown, N. Y. where WJTN boasts of delivering 60% or more. Well, that's Si Goldman for you!

Or Aldo De Dominicis and Jimmie Milne at WNHC, New Haven, doing an outstanding job on local news and local pick-ups that cannot be duplicated in that great market. Nice going, boys!

WHJB, Greensburg, Pa. has something in its Farmers' Exchange from 12:05 to 12:45 PM. They buy, sell, swap or trade most anything. Also county agents, farm experts and market reports—all in one of the nation's richest farm areas. Or 5,000 watt KTKC, Fresno, Cal. presenting Dorothea Barnett and her "Women's Journal of the Air". A daily participator that is a credit to KTKC and the canny management of "Scotty" Scott.

And don't forget that Ted Husing starts on WHN, New York, October 28th, with the biggest build-up any disc jockey ever had. Select accounts only—no competitive products. Should be a sell-out! Nice going!

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

WGAR Given Proposed 50-kw Grant

FCC Bolts Precedent; Would Deny Two At Biloxi

IN TWO proposed decisions last week, FCC demonstrated anew that it regards overlapping service as only one factor in deciding so-called "duopoly" cases [CLOSED CIRCUIT, Oct. 7], and that its ordinary policy considerations are relative.

1. WGAR Cleveland's bid for 50 kw directionalized on 1220 kc was given a tentative nod by the Commission over WADC Akron's effort to get the same frequency, also with maximum power, despite increased overlap between WGAR's service at 50 kw and that of its sister station, WJR Detroit.

2. WGCM Gulfport, Miss. received a proposed denial of its application for a new 250-w station on 1490 kc at Biloxi, on grounds that benefits of the projected operation would not justify a waiver of the duopoly rule.

Unique Decision

The Biloxi decision was unique in that for the first time in recent years, according to FCC authorities, the Commission proposed to resolve a consolidated proceeding by denying both applications. The competing applicant, WLOX Broadcasting Co., was found "unqualified to assume the responsibility of a licensee" because one of its principals, James S. Love Jr., "violated certain laws of the State. . ."

The proposal for WGAR ran counter to a favorite FCC rule of thumb—local ownership of stations. WADC is owned by a local resident; WGAR is not. The proposed decision explained:

. . . the advantage which local residence normally gives to applicants upon a comparative consideration is negatived by the evidence in this case which discloses a complete lack of concern by WADC of the local needs of its service area. . . .

WGAR on the other hand, FCC found, although controlled by nonresidents, "has manifested a serious concern to operate its station in a manner affording its local listening audience programs of a local nature."

The fact that WGAR's sister station, WJR, is a clear-channel outlet also entered into FCC's decision to disregard overlap between the two stations. The Commission noted that some overlap already exists but was found in a 1943 hearing to be not inconsistent with the duopoly rule. With WGAR at 50 kw, the decision added, the overlap will be extended. But, FCC said:

Although Station WJR covers a large percentage of the WGAR service area, present and proposed, the overlap exists only as a consequence of the classification of Station WJR as a clear-channel station, a category which has been established by the Commission to provide for radio coverage to rural areas. The fact that Station WJR places a primary signal in portions of the city of Cleveland is merely an incidental effect arising from the necessity of its rendering service to rural populations.

That WJR has few listeners and little, if any, commercial value to the Cleveland-Akron area is borne out by listening surveys and the fact that the CBS network, with which WJR is affiliated, has full-time affiliates in both Cleveland and Akron. We have also considered the facts that a number of other services are available to the populations in the area of overlap, that Stations WJR and WGAR have separate network affiliation agreements, advertising representatives, news and transcription services, and local programs, and that Cleveland and Detroit are entirely separate cities, are the principal cities of their own metropolitan districts, and have their own individual trade areas. As set forth in our Public Notice of April 4, 1944, these factors are of significance in determining the applicability of the multiple ownership rule.

FCC also noted that subsequent improvement of signal was a condition of the 1943 grant to WGAR for use of 1220 kc with 5 kw, and that the Commission reminded WGAR of this condition in 1945.

WGAR General Manager John F. Patt said last week that, if and when the proposed grant becomes final, the station expects to be ready for increased-power operation next February. On the other side, WADC is expected to appeal to the courts, if necessary, in an effort to reverse the proposed decision.

Four-Year Fight

The WGAR-WADC fight for 1220 kc dates back some four years. In 1943 FCC authorized WGAR to use the frequency with 5 kw on condition that it increase power when materials became available. WADC remained on 1350 kc with 5 kw. WGAR's 50-kw application was filed in 1945, after FCC directed the station to "take such steps as might be necessary to improve its signal in Cleveland." Shortly thereafter, WADC applied for 1220 kc with 50 kw, suggesting that WGAR be given WADC's 1350 kc assignment. The applications were set for hearing, and in the meantime FCC gave WGAR a conditional grant for 50 kw. Last May, three months later, the conditional grant was withdrawn on petition of WADC. The hearing was held in April.

The counter-balancing factors of the WGAR case, FCC asserted, do not exist in WGCM's Biloxi application. Nor was the WGCM case considered comparable to the Ashbacker-Fetzer proceeding in which FCC awarded a grant to John E. Fetzer despite some overlap which would exist between Mr. Fetzer's WKZO Kalamazoo and his WJEF Grand Rapids [BROADCASTING, Sept. 23]:

The evidence (in the Fetzer case) showed that Grand Rapids and Kalamazoo were separate cities and had their individual trade areas; that although WKZO rendered a primary signal daytime to certain portions of Grand Rapids, such signal had no sales value; that WKZO carried no programs of local interest to Grand Rapids; that the proposed Grand Rapids station did not serve any area within a radius of 20 miles of Kalamazoo; and that there would be no overlap of service areas nighttime.

As pointed out . . . Gulfport and Biloxi are only 12 miles apart; the proposed Biloxi station would serve certain portions of Gulfport; Station WGCM at Gulfport serves portions of Biloxi, carries certain programs of local interest to it, sells time to Biloxi merchants, and represents itself as a Gulfport-Biloxi station. . . .

Comr. E. K. Jett, however, felt that the WGCM application should be granted.

The WLOX firm, found "unqualified," is headed by James S. Love Jr., who with his wife owns 90% of stock. The decision said that since Jan. 1, 1939, Mr. Love "has consistently violated certain laws of the State of Mississippi by subleasing and/or permitting gambling to take place on his premises and in maintaining and selling on those premises liquors with an alcoholic content in excess of 4%."

Mr. and Mrs. Love are principal owners of Hotel Buena Vista in Biloxi, and, among other business interests, he is lessee and managing director of the White House Hotel and a group of 44 White House Cottages. He reported, FCC said, that he had paid taxes on the illegal sale of liquor but had obtained federal licenses relating to liquor and slot machine businesses, and that neither he nor any employe or official of the hotel was ever found guilty of any crime in connection with operation of the hotel. Ten character witnesses testified his reputation was "beyond reproach" and that he "is one of Biloxi's leading citizens."

FCC, however, took the position that "an essential element" in determining an applicant's qualifications is his "sense of public responsibility, including his attitude toward and conduct in observance of laws, whether local, state or federal . . . . Where, as here, it is shown that an applicant, or one of its principals has knowingly disregarded the liquor and gambling laws of his community for a continued period of time, we feel that such conduct evidences a lack of public responsibility."

Florida Stations Keep Hurricane Vigil

WHEN FLORIDA'S hurricane of last week approached its height of intensity, WGBS Miami's announcer George Gray boarded a Navy weather plane to fly directly to the storm's center, where the winds were hurtling the plane around with 133-mile per hour intensity.

Mr. Gray believed by the station to be the first announcer to fly through a hurricane center, relayed his story by shortwave for WGBS and an ABC pickup last Monday morning. Chief Announcer Jack Williams surveyed the evacuation of the Florida Keys with a wire recorder and fed the story to ABC Sunday night on *News of Tomorrow*. Program director Joseph Worthy fed the Martin Agronsky network news program and the ABC *Morning News Roundup*, with other staff members surveying the citrus belt for possible pickups. The storm, however, eased off as it passed that area.

WTSP St. Petersburg, after continuous bulletins on the progress of the storm, was informed at 1 a.m. Tuesday that the winds were easing off and veering to the East. At 1:15 a.m., the station announced that the danger was past, 15 minutes before the official Weather Bureau announcement. WTSP put in 32 hours of continuous broadcasting in covering the storm.

Through an announcement of WJHP Jacksonville, over 300 evacuees were fed coffee and breakfast following the station's appeal. The station kept on a full staff of announcers and office workers during the emergency period, and was instrumental in getting through a number of personal messages to those in the midst of the storm area.

WQAM Miami maintained a round-the-clock schedule during the height of the emergency. Additional telephone girls handled calls from those without radios. WDBO Orlando, also in continuous operation, suffered a power failure at 1 a.m. Tuesday. Operations were begun immediately from the transmitter site, using an auxiliary 1,000 w transmitter independently powered.

WKAT Miami Beach was also on a continuous broadcast schedule. WPDQ Jacksonville broadcast a total of 112 bulletins and special broadcasts on the storm.

Union Dispute Prevents KSD Telecast

A JURISDICTIONAL dispute between two rival unions affiliated with the American Federation of Labor prevented the first television portrayal of the principal annual social event in St. Louis—the Veiled Prophets Ball, last week.

Involved were Chicago Local 666, International Photographers Union, affiliated with the International Alliance of Theatrical Stage Employes, and radio engineers of St. Louis Local 1217, International Brotherhood of Electrical Workers.

KSD had planned to televise the Veiled Prophets Ball Wednesday night, after televising the preceding night's parade, but the photographers' union demanded that its members operate KSD's television cameras instead of station engineers, who are members of IBEW.

After day-long negotiations failed, IATSE refused to turn on the public address system in the auditorium, where 12,000 women gorgeously gowned and jeweled were to participate. The union also threatened to turn off the lights. George M. Burbach, KSD general manager, called off the television demonstration rather than interrupt the activities of the ball

At Deadline ...

WONS TRANSFER APPROVED; KYSM, WNCA CHANGES MADE

TRANSFER of WONS Hartford, Conn. from State Broadcasting Corp. to Yankee Network, 100% owner of State, and expansions of ownership of KYSM Mankato, Minn. and WNCA Asheville, N. C. approved by FCC and announced Friday. WONS (formerly WHTD) is on 1410 kc with 5 kw fulltime.

KYSM, 250 w on 1230 kc, still licensed to Southern Minnesota Supply Co., but firm now has six instead of three partners. Mr. and Mrs. F. B. Clements reduce interests to about 21% and 13% respectively, to give son and two sons-in-law 13%-plus each: Durand F. Clements, Charles R. Butler Jr., James F. Madden Jr. C. C. Clements retains 23%. No money involved.

WNCA assignment also leaves license in former firm name, Community Broadcasting Co., but company now corporation with WNCA General Manager C. F. Rabell new stockholder with original five equal partners: Richard M. Arnold, J. O. K. Barfield, J. M. Earnest, A. F. Knight, J. A. Miller. WNCA on 1340 kc with 250 w fulltime.

MAINE NETWORK FORMED

NBC AFFILIATES in Maine formed Maine Broadcasting System, group sales and state network organization. William H. Rines, manager of system, announced rate card issued. Sales directed by Rudolph O. Marcoux, national sales manager, with offices at WCSH Portland. Stations: WCSH, WLBZ Bangor, WRDO Augusta.

BOGALUSA PROPOSAL FINAL

FCC PROPOSAL to grant I. K. Corkern rather than John L. Plummer application for new Bogalusa, La. station on 1490 kc with 250 w fulltime [BROADCASTING, Sept. 23] made final in decision Friday. Mr. Corkern is former farmer-teacher, trained students in radio production on WWL New Orleans. Grant based on Mr. Corkern's local residence, ability to devote fulltime to station from beginning. Mr. Plummer, formerly of Bogalusa, owns Plummer & Kershaw, optics manufacturing firm, Philadelphia.

TRADE ASSN. CAMPAIGNS

AMERICAN Trade Assn. Executives in Cleveland Friday heard six AAAA recommendations for bettering trade association advertising campaigns: Associations should (1) centralize advertising authority in small committee; (2) maintain continuous contact with agency; (3) plan advertising on long-range and continued basis; (4) assure stable financing; (5) be reasonable with agency's time; (6) let agency keep non-factional viewpoint.

MADE ITS POINT

PIQUED at having offer to demonstrate color television to TBA Convention delegates turned down by organization's board, CBS subtly got desired attention through full-page ad in official conference book. Copy was single line, in five colors saying simply: "Compliments of a Friend."

COMPETING BIDDER GIVEN WBRK PURCHASE APPROVAL

GRANTING application of competing bidder for first time since Avco public-bid policy invoked year ago, FCC Friday announced approval of transfer of WBRK Pittsfield, Mass. (250 w, 1340 kc) and associated conditional FM grant to Leon Podolsky, Pittsfield radio engineer, for $150,000.

Original bidder, Western Mass. Broadcasting Co. reported willingness to assign contract for WBRK if granted new station of own. Simultaneously with WBRK-Podolsky sale approval, Western Mass. given CP for new Pittsfield outlet on 1490 kc, 100 w, fulltime. Under Avco rule, Monroe B. England, WBRK owner, may accept or reject sale to second bidder, but authorities said he had given Western Mass. right to assign contract.

NABET TECHNICIANS' STRIKE AT WESTINGHOUSE SETTLED

NABET strike against four Westinghouse stations settled Friday. Sixty-eight technicians returned to work over weekend at KYW Philadelphia, KDKA Pittsburgh and WBZ-WBZA Boston-Springfield.

Walter Evans, vice president of Westinghouse Radio Stations Inc., broadcast subsidiary of parent company, said wage settlement, basic issue in 18-day walkout, was at top rate of $90 for 40-hour week, same figure offered before strike was called. Straight $7 weekly increase provided, same as similar boost granted parent company workers in April.

Negotiations began in early June, operators walking off jobs Sept. 24 though service was interrupted only momentarily. NABET originally asked $127.50 a week, later saying this was negotiating figure and requested $109.

VIDEO SET PRICES TO HOLD

DR. LEE DE FORREST, inventor of radio equipment, predicted to BROADCASTING Friday at TBA conference, "It will be at least three years before television sets go below the $200 level." Now research engineer in American Television Labs., Chicago, he's working on new television projecting tube and developing new types of receivers for manufacture on mass production basis at "prices public can afford." Dr. De Forrest concluded: "Next to radar, television is most wonderful thing radio has produced."

WAA CONTRACTS CANCELED

CONTRACTS of 32 manufacturer agents selling war surplus canceled by War Assets Administration in Electronics Division shake-up by George H. Moriarty, division chief. Thirty-two key employes eliminated in Washington office. WAA Friday submitted to Dept. of Justice proposed new contract by which agents will sell for fixed fee or 30% to 35% of sales price, instead of 10% plus allowances under present arrangement.

COMEDIAN SPONSORS SELF

COMEDIAN Al Bernie, appearing at Roxy Theatre, N. Y., today (Oct. 14), starts sponsorship of himself on WMCA N. Y., Mon., Wed. and Fri., 11:45-12 noon. Mr Bernie to give serious commercials selling himself as comedian. Agency, Raymond Nelson, N. Y.

RETAILERS' FULL HOUR

FULL HOUR network show with big-name stars, titled *The Big Show*, to be sponsored by major department stores of country, announced Friday by Walt Schwimmer, Schwimmer & Scott, Chicago. Mr. Schwimmer, also president, Radio Features, which will produce, said show created as vehicle for department stores which, as group, spend 307 million advertising dollars annually in only 52 cities. Major stores organized America's Leading Department Stores for network venture. Commercials on participation basis, with local stores getting time on stations reaching respective customers. Network and time unselected, but show to start about Jan. 1.

FOUR NEW OUTLETS TO BRING ABC TO 224

FOUR new stations under construction will affiliate with ABC during November and December bringing total ABC stations to 224.

Effective Nov. 15 WGLN Glens Falls, N. Y., joins as basic supplementary, operating fulltime 100 w, 1230 kc. Station owned by Glens Falls Publicity Corp., will be managed by John R. McKenna.

WGAT Utica, N. Y., daytime only with 250 w on 1100 kc joins as basic supplementary Dec. 1. Owned by Central Broadcasting Co., station to be managed by J. Eric Williams.

WHBS Huntsville, Ala., 250 w on 1490 kc, joins Nov. 1 as a Southcentral supplementary. Station owned by Huntsville Times Co., will be managed by A. L. Smith.

Owned by General Newspapers Inc., WGNH Gadsden, Ala., joins as Southcentral supplementary Dec. 1, will operate full time 250 w, 1400 kc. Manager, Henry A. Jones.

WKLX Lexington, Ky., on air Fri. (Oct. 11). 1 kw fulltime, 1300 kc. Dewey H. Long, general manager.

Closed Circuit

(Continued from page 4)

director of RCA International in New York, and Merrill Mueller, manager NBC London office, replaced two British directors. Move seen as phase in closer alignment of parent and manufacturing affiliates with NBC's systems' main overseas offices.

THAT standard broadcast band fast filling up evidenced by growing number of applications into hearings because they're mutually exclusive with other requests. This year some 52% of AM new and changed-facilities applications in consolidated proceedings. Next year figure expected to approximate 70%, meaning only 30 out of every 100 eligible for consideration on individual merits. Further evidence seen in estimates that many new cases now being set for hearing may not be heard before April unless conflict is with application already on hearing list.

OVERTURES by Britain's BBC and Soviet Russia's radio minister for membership in newly-organized Assn. of Inter-American Broadcasters (see story page 80) rejected when association voted not to accept organizations controlled by any government.

WORLD TELECOMMUNICATIONS SITE STILL UNSETTLED

DESPITE U. S. plans to hold next World Telecommunications Conference here (with assent by more than 20 other nations) site still unsettled Friday, according to word from Moscow, where five-power conference is on. Delegates agreed, however, that next world meeting starts July 1, 1947 with radio technical session May 1. Some European countries understood circulating others to hold conference in Europe.

Moscow conference will recommend, it's learned, adoption of U. S. proposals to reorganize International Telecommunication Union, setting up Administrative Council and Central Frequency Registration Bureau. Five committees report to plenary session today [BROADCASTING, Oct. 7], with conference closing by Oct. 21. Francis Colt deWolf, Dr. J. H. Dellinger, Robert Burton, Forney Rankin, Betty Smith to Paris for Oct. 24 shortwave meeting. Comr. C. J. Durr to London for Consulting Committee on International Telegraph meeting. Other U. S. delegates return, leaving Europe Oct. 24.

RMA BOARD APPROVES $10,000 RADIO WEEK FUND

FUND of $10,000 for National Radio Week Nov. 24-30 approved by board of Radio Manufacturers Assn. at Oct. 10-11 meeting in Quebec. Board met jointly with Canadian RMA board. U. S. RMA voted to provide facilities for OPA inquiry into petition for decontrol of sets, parts and tubes.

President Ray C. Cosgrove announced he will appoint special committee to maintain permanent liaison with NAB. Jurisdiction over citizens radio equipment shifted by board from RMA Amateur Activities Committee to Transmitter Division on recommendation of Dr. W. R. G. Baker, General Electric Co. Board rejected proposal by Dept. of Commerce that RMA screen tons of German documents on electronic developments.

POLITICAL RULING ASKED

IN FIRST radio action under new Administrative Procedure Act, WNEW New York asked FCC for declaratory ruling on handling political broadcasts, explained it provides time sustaining. Nine parties have candidates in N. Y. State November elections, three backing same candidates for Governor and Senator. WNEW's problem: Should Democrat, American Labor and Liberal parties each be given equal time to plug same candidates and should opposition party get time equal to that given three?

WFVL STARTS OCT. 15

WFVL Hollywood, Fla., 1 kw daytime on 940 kc, begins operations Oct. 15, with additional studios in Miami. Jonas Weiland, president of licensee, Hollywood Broadcasting Co., flying to Washington today (Oct. 14) to take prominent guests to opening.

50 kws FOR MANILA

TWO 50-kw transmitters—one operating shortwave, other mediumwave—shortly will be placed in operation in Manila by State Dept's. Office of International Information & Cultural Affairs as part of this Government's overall information program.

ONLY N. Y. station to broadcast TBA Convention was municipally-owned WNYC, which carried major speeches, panel discussions.

150 IN GOLF TOURNEY

OVER 150 entries received for postwar resumption of annual NAB convention golf tournament for BROADCASTING trophy. Tournament Sunday Oct. 20 at Acacia Country Club, LaGrange, Ill., 40 minutes out of downtown Chicago.

Peoria handicap system selected by Paul Schemendia, Acacia pro, who will pick 9 of 18 holes. Maximum handicap of 30 allowed on par 76 course, 6545 yards long. Cocktail party at club after tournament with Sol Taishoff, publisher of BROADCASTING, host.

Club will have 20 sets of clubs available for those not bringing own. Chartered buses leave Palmer House and Stevens at 9:30 and 10 Sunday morning. Those driving own cars take Highway 66 west to Wolfe Rd., or Manheim Rd. south to Highway 66, then west to Wolfe Rd. Entry fee: $2.50.

PADWAY PATS PETRILLO

WRITING in *International Musician*, American Federation of Musicians' official organ, Joseph Padway, counsel for AFL, AFM, said James Caesar Petrillo's defiance of Lea Act was "courageous and deliberate test" of its constitutionality. AFL has thrown its full support behind Mr. Petrillo and AFM, wrote Mr. Padway, who said such action served notice of determination to challenge any "one-sided law of this kind" which if upheld, he added, would "eventually crush the freedoms of All American workers and destroy the American trade union movement."

HUNTLEY HEADS NEWSMEN

CHET HUNTLEY, director of public affairs, CBS Western Division, elected president, Radio Newsmen of Southern California. Others: Clete Roberts, freelance newscaster and former ABC foreign correspondent, vice president; Bill Burns, ABC Hollywood news editor, secretary-treasurer. Directors to be named Nov. 6.

TBA CAMERA SHOTS

PHILCO, with 18-year history of video research, announced plans for full-scale production of television receivers—table and console, direct view and projection—for early 1947 start. Sets to be introduced at midwinter convention.

DU MONT "Inputuner," complete television-FM input system embodying Mallory-Ware "Inductuner" and providing continuous tuning from 44-216 mc, covering video, FM, some amateur and aviation bands, displayed in Du Mont exhibit, now available to any receiver manufacturer.

TRAFFIC piled up at entrance of RCA exhibit. Spectators stopped when they saw themselves in receiver. The gag: Video camera focussed on aisle.

GE featured "Pulsed Light" movie projector for television stations. It's capillary lamp whose pulses timed and controlled by signals from stations synchronizing pulse generator; eliminates need for usual mechanical shutter, does away with vibration.

People

DON SEARLE, vice president in charge ABC Western Division, in Regent Hospital, N. Y., recuperating from heart attack while on business trip.

LAWRENCE TREXLER, former news editor WCPO Cincinnati, program directors-news chief, WMPS Memphis, joins WINX Washington as newscaster after discharge from Army as lieutenant.

ROBERT T. MARTINEAU appointed assistant manager, WKBR Manchester, N. H., formerly was sales assistant to Linus Travers, executive vice president, Yankee Network.

THOMAS H. COMPERE, Chicago attorney named NBC legal representative, Chicago and Cleveland, replacing EDWARD J. McCROSSIN Jr., resigned to open law office, N. Y.

HENRY MORGAN, ABC comedian, and BILL STERN, NBC sportscaster, subjects of picture stories in current *Life*.

19 NEW GRANTS

(Continued from page 4)

and WAVE Louisville; and Myrtice Rhodes Smith, wife of J. Harold Smith. Granted Oct. 10.

Ontario, Calif.—Daily Report (has conditional FM grant for Ontario). 1510 kc, 250 w daytime only. Principals (partnership): Jerene Appleby Harnish, publisher Ontario Report, 84 1/3% interest; Walter Axley, newspaper plant superintendent, 3 2/3% interest; Annie M. Potter, bookkeeper, 2% interest; Carlton R. Appleby, son of Mrs. J. Appleby Harnish, 10% interest. Granted Oct. 10.

Connellsville, Pa.—Connellsville Broadcasters Inc. 1340 kc, 250 w fulltime. Principals: J. Wylie Driscoll, publisher and business manager of Connellsville Daily Courier, president, 68 1/3%; James J. Driscoll II, Army veteran, vice president, 6 2/3%; Paul V. Driscoll, secretary-treasurer, 10%; J. M. Driscoll, associate editor, Daily Courier, 8 1/3%; Mary K. Driscoll, wife of J. Wylie Driscoll, 6 2/3%. Granted Oct. 10.

Marshall, Tex.—Marshall Broadcasting Co. 1450 kc, 250 w fulltime. Principals (each have 11 shares of common stock): J. P. Duncan, Army veteran, president; Edward L. Peteet, director Marshall Supply Co., Kilgore, Tex., vice president; Marvin Pound, public accountant and Army veteran, secretary-treasurer. Granted Oct. 10.

McMinnville, Tenn.—McMinnville Broadcasting Co. 1230 kc, 250 w fulltime. Principals (each with 20%): Sam J. Albritton, dentist and director First National Bank of McMinnville, president; Joseph B. Colvard, real estate and a monument salesman, vice president; Royce E. Richards, Army veteran with experience in radio production, secretary-treasurer; Oliver M. Albritton, dentist; and Claude W. Haston, instructor of radio and electronics, U. of Tenn. Granted Oct. 10.

Wilmington, Del.—Port Frere Broadcasting Co. Inc. 1290 kc, 500 w daytime only. Principals: Gordon K. McIntosh, Washington, D. C. attorney, president, 45%; Howard R. Robinson, employed by Civil Service Commission, Washington, secretary-treasurer, 45%; J. M. Frere, Wilmington attorney and president of American Guarantee and Trust Co., vice president, 10%. Granted Oct. 10.

Alexander City, Ala.—Piedmont Service Corp. 1050 kc, 1 kw daytime only. Principals: James L. Coley, Army veteran, president, 101 shares of common stock; Julia C. Duncan, vice president, 19 shares common; James C. Henderson, president of Outlook Publishing Co., secretary-treasurer, 80 shares common stock. Granted Oct. 10.

Galveston, Tex.—James W. Bradner Jr., engineering and planning consultant, Waco, sole owner. 1540 kc, 1 kw daytime only. Granted Oct. 10.

Milwaukee, Wis.—Cream City Broadcasting Co. 1290 kc, 1 kw daytime only. Principals: Gene Posner, attorney also engaged in real estate, president, 2 shares of common stock; Albert B. Gale, salesman Wisconsin Network, secretary-treasurer, 5 shares common; Robert E. Hammerschleg, vice president, 10 shares common; Arthur Posner, Army veteran, 3 shares common. Granted Oct. 10.

Oklahoma City, Okla.—State Broadcasting Co. 89 kc, 1 kw daytime only. Principals: A. Earl Cullum Jr., consulting radio engineer, and 33 1/3% owner Fort Worth grantee and 2.8% owner KFDM Beaumont, Tex., president, 333 shares common stock; James M. Collins, vice president Fidelity Union Insurance Co. and 6 2/3% owner KWBU Corpus Christi, Tex., vice president and treasurer, 333 shares common stock and 50 shares preferred; Charles Monnet, Oklahoma City attorney, secretary, 1 share common; Frank Wozencraft, Washington, D. C. radio attorney, 333 shares of common; Glenn H. Gruber attorney, 1 share common. Granted Oct. 10.

Bill Griffith, born of a pioneer Kansas family, received his B. A. in Journalism from Kansas University.

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